

The **22nd ANNUAL** Central Coast Wine Classic
in Beautiful San Luis Obispo & Santa Barbara Counties

2006 CENTRAL COAST

Wine Classic

JULY 13 - 16, 2006



Auction Catalog

Yuroz, 2006

Join the celebration of the Wines, Cuisine, Music,
Art and Lifestyle of California's Central Coast!

A clear wine glass with a long stem and a wide bowl, partially filled with dark red wine. The glass is centered against a light, neutral background. The text is printed on the upper part of the bowl.

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**2006 CENTRAL COAST
WINE CLASSIC**

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Printing

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www.centralcoastwineclassic.org

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Central Coast Wine Classic

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Published in the United States by the Central Coast Wine Classic.

Cover Art: **Yuroz**
"Celebration of Life"

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The Auction's Fund-a-Need Lot for 2006 is scheduled to raise funds for the Wellness Center of San Luis Obispo County, founded by Justin & Deborah Baldwin of Justin Vineyards & Winery in Paso Robles.

The Wine Classic Foundation also supported the Foundation for the Performing Arts Center's recent concert to raise funds for the Louisiana Philharmonic Orchestra.

A heartfelt thank-you to all of the generous supporters who volunteer their help throughout the Central Coast Wine Classic!

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2006 CENTRAL COAST WINE CLASSIC Founding Directors

ARCHIE McLAREN FOUNDER & CHAIRMAN CENTRAL COAST WINE CLASSIC *Avila Beach & Big Sur, California*



Archie McLaren is no stranger to the world of fine cuisine and rare wine. He is the founding Bailli of the Central Coast Chapter of the Confrerie de la Chaine des Rotisseurs, a member of the Haskell Norman Chapter of the International Wine & Food Society, former Cellarmaster of the Avila Bay Wine Society, and the former President of the Central Coast Wine Society. He has served as Chairman/Executive Director of both the San Luis Obispo Vintners & Growers Association and the Paso Robles Westside Grand Crew. He is one of only two Americans inducted into the Austrian Wine Brotherhood, and one of the few Americans inducted into the Commanderie des Medoc, Graves & Sauternes of Bordeaux in France.

Archie has long been associated with charitable wine auctions. Not only did he serve for many years as the American Institute of Wine & Food's Rare & Fine Wine and Auction Consultant, he also continues to serve as a Director on its National Board. Not only is he a founder of the Central Coast Wine Classic, he has assisted in launching charity auctions in Washington, D.C., Honolulu, Santa Monica, Mendocino, San Diego, San Francisco, Santa Ynez and Santa Barbara, and continues to consult for several of them. His partner in life, Carissa Chappellet, an owner of Chappellet Winery in the Napa Valley and the winery's ambassador, and he have served as Chairs of the WYES Public Television Auction in New Orleans.

Archie is frequently invited to attend tastings of rare and collectible wines throughout the country and has participated in comprehensive vertical tastings of Chateaux d'Yquem, Latour, Cos d'Estournel, Leoville Las Cases and Cheval Blanc, as well as La Tache, Hermitage La Chapelle, Penfolds Grange, Vega Sicilia Unico, and Beaulieu Vineyards Georges de Latour Private Reserve, among a number of others. A long-time Champagne aficionado who has attended many tastings of rare Champagnes, Archie was Founder and Director of the International Festival of Methode Champenoise.

On San Luis Obispo & Santa Barbara Public Radio KCBX, Archie has hosted a fine wine program, the *Wine Drinker's Guide to Indulgence*, for twenty-two years, and has been a writer on fine wine for *Adventure's in Dining*, the *San Luis Obispo Telegram-Tribune*, *New Times* and *Santa Barbara Magazine*.

His education includes a Bachelor of Arts degree from Vanderbilt University, a Juris Doctor of Law degree from the University of Memphis, and post-graduate studies in Humanities, English Literature and International Marketing at various universities.

Archie McLaren is involved in an array of civic activities, both in the arts and in the community in general. He has received the San Luis Obispo Visitors & Convention Bureau's Annual Tourism Award. He has twice served as the President of the Board of Directors of the San Luis Obispo Mozart Festival, and as a member of the Board of the San Luis Obispo County Arts Council. He was the Chairman of the Avila Beach Front Street Enhancement Committee that designed the promenade and park for the rejuvenation of the community of Avila Beach and is now the Chair of the committee that approves new projects for Avila Beach prior to their being approved at the county level.

His many accomplishments have resulted in his continuing inclusion in *Who's Who in Media & Communications*, *Who's Who in the West*, *Who's Who in America* and *Who's Who in the World*.

Archie McLaren and writer, painter, photographer, musician, adventurer, vintner, Carissa Chappellet, live in Avila Beach, Big Sur, and Napa, California, where they enjoy hiking, bicycling and a variety of water and court sports, as well as raiding their wine cellar for special occasions with family and friends.

2006 CENTRAL COAST WINE CLASSIC Founding Directors

LARRY SHUPNICK FOUNDING DIRECTOR CENTRAL COAST WINE CLASSIC *Avila Beach, California & Washington, DC*

When the idea of the Central Coast Wine Classic was forming in the mind of Archie McLaren in the early 1970s, Archie knew that it would take a few special individuals to make the concept a reality, and the first person on that list was Larry Shupnick, who was considered to be the county's foremost gourmet and wine collector. So Archie asked Larry to be the auctioneer for the first Wine Classic "Trial" Auction, and the rest is history! The Wine Classic evolved and grew to the success that it is today, and likewise Larry continued to expand his interest in food and wine.

A hotelier in Avila Beach at the time of the Wine Classic's founding, Larry has most recently been the Senior Vice President of Development and Acquisitions for MeriStar Hospitality Corporation (NYSE: MHX). MeriStar Hospitality Corporation owns 76 hospitality properties with more than 21,000 rooms in 22 states and the District of Columbia. Prior to joining MeriStar, Larry was the Senior Vice President of Development and Acquisitions for Interstate Hotels & Resorts, the operator of 73 of MeriStar's hotels.

Larry has served in this capacity since he merged his company, Loral Hotels, with CapStar Hotel Company in 1990. Prior to joining CapStar in 1990, he was President of Loral Hotels, a hotel management and ownership company, which he founded in 1970. His prior career was with Sheraton Corporation, Hilton Hotels Corporation, Schine Hotels, and Recion Corporation.

One of America's foremost gourmets, and recognized internationally as such as well, Larry is a member of the Chevaliers Du Tastevin, the Brotherhood of the Knights of the Vine and the Ordre Des Coteaux De Champagne and serves as the Bailli Delgue Honoraire for the Chaine Des Rotisseurs. He also continues to be a Wine Judge at the Los Angeles County Fair, where he has judged for many years.

Larry is active in various community services serving on the President's Roundtable at California State Polytechnic State University San Luis Obispo. He is a member of the Board of Advisors for the Collins School of Hospitality at Cal Poly Pomona, a member of the Board of the San Luis Obispo County Sheriff's Advisory Council, as well as a Founding Director of the Central Coast Wine Classic and is substantively involved with several local charities. He is also a member of the California Hotel and Lodging Association and the American Hotel and Lodging Association.

Larry and Scott Lewis, who is closely connected with the Central Coast, have recently opened V Wine Cellars, a comprehensive fine wine shop, at Vintage 1870 in Yountville, California.

Larry Shupnick has been an integral and invaluable part of the Central Coast Wine Classic since its inception, donating, participating and offering sage advice, for all of which we are truly grateful. It is always a distinct pleasure to share our mutually orchestrated festivities with him.



Featured Artists

The Central Coast Wine Classic not only benefits non-profits in San Luis Obispo and Santa Barbara counties whose mission is to sustain the healing, studio or performing arts, it is in itself also an embodiment of the varied expressions of art. The following extremely creative individuals are our sustaining Commemorative Artists, whose works are presented for your edification at the Wine Classic Auction, three of which are manifest not only in their original form but are also etched and hand-painted on large format bottles by our sustaining Commemorative Glass Artist, Candice Norcross.

JAMES-PAUL BROWN

Carpinteria, California



"James-Paul is a sensitive and caring recorder of intimate sights and events. His paintings are lyrical. As in lyric poetry, the poetry, the art results from a rapid outpouring of intense personal feeling. Intuition and spontaneity rule." —Michael Zakian, Director, Frederick Weismann Museum of Art

Neo-impressionist artist James Paul Brown melds the broad brushwork and vibrant colors of Van Gogh with the ethereal strokes and pastel shades of Monet to produce enchanting, passionate masterpieces. A renowned painter, radio entrepreneur, wine aficionado and marathon runner, his life resembles a colorful palette, capturing the beauty and adventure of the human spirit. His broad range of subjects includes Hollywood celebrities, famed athletes and world leaders, as well as favorite cities, landscapes and vineyards.

Although James Paul first discovered his artistic talents at the age of eight after taking lessons from a neighborhood artist in Indiana, it was not until the 1970's that his treasured hobby would become a passion. Living at the time in Malibu, California, and painting as a means of escape from

an unpleasant conclusion to his marriage, he began to discover a new perspective on life and experience a personal renaissance. As a result, his artwork evolved in to the impressionist style for which he is now revered. In 1980, living in Venice, California, his first art exhibit at Venice's renowned West Beach Cafe was a sell-out. From that point, his art career took off, leading to relationships with New York's Ballanchine Ballet, the Los Angeles Ballet, and Russian companies, the Bolshoi Ballet and the Kirov Opera.

In 1982, CBS Sports hired James to capture the World Games in Canada and the 1983 Pan American Games Venezuela, while NBC sent him to England to paint the 1985 Wimbledon Games. His love for sports has resulted in paintings and sculptures for the '84 and '96 Olympics and the Americas Cup. Last year, he journeyed Monte Carlo, where he was the official artist for the Monaco Grand Prix. Most recently, he was commissioned to paint his impressions of the 2006 Olympic Games in Torino, Italy, and the 2006 Cannes Film Festival, as well as by European Television to paint the portrait of Nelson Mandela.

James was also commissioned to paint the Inaugural event portraits of Presidents Reagan, Bush and Clinton. Many of his subjects are selected based on their talents and personal achievements, with portraits including James Dean, Alex Trebek, Mark McGuire, Carl Lewis, Julia Child, David Bowie, Marilyn Monroe and Thelonius Monk, to name but a few.

Today, James-Paul's art work continues to reach new levels of inspiration and admiration. As a bon vivant and wine aficionado, his passion has led him to create wine labels, first for other vineyards and now for his own wine, Artiste, which is now seen in such notable New York restaurants as Café des Artistes and Tavern on the Green.

James' art appears in many private collections in the United States and abroad, including those of Clint Eastwood, Robert Altman, Joan Kroc, Mrs. Anwar Sadat, Elton John and Hank Aaron.

For many years, James-Paul has donated works to charitable causes, such as the Children's Hospital and Cedars Sinai Hospital in New York, the American Cancer Society, Easter Seals, and of course the Central Coast Wine Classic.

James and his multi-talented wife Juliet, who is a subject of many of his paintings, now live in Carpinteria. The Central Coast Wine Classic is honored that such a wondrously accomplished artist as James-Paul Brown would devote his time, energy and artistic talent to enhance our event with his commemorative art which provided the exhilaratingly colorful artistic palette for our registration brochure and our full-page ad in *Wine Spectator*.

For more information on James-Paul Brown and his art, please see www.jamespaulbrown.com.

Featured Artists

ROBERT BURRIDGE

Arroyo Grande, California

Robert Burridge embodies the Central Coast symbiosis of "laid back" and "very energetic." He is an exciting and lively artist who leads an exciting and lively career with an impressive resume of credits to his name, and the Central Coast Wine Classic is fortunate and proud to hold Bob as one of its Sustaining Artists.

He is the first artist featured on Starbuck's Commuter Mugs; he was selected as the Official Artist for the 2001 Sausalito Art Festival; and as the Official Pearl Vodka Artist, and his "Three Cheers America" is featured on the hang tags of every bottle. Named by the *LA Times* as one of California's top ten artists, Robert is a winner of the prestigious Philadelphia Water Color Society Gold Medal, previously won by Georgia O'Keefe, Andrew Wyeth and Pablo Picasso. His work even appears on a billboard in Santa Maria on US Highway 101, touting our local wine country. Hollywood has become another avenue for Bob; he has created 12 huge abstract paintings for the film "Dean Quixote," and he is working on illustrating a book written by one of the directors of the TV show "Just Shoot Me."



Burrige was honored as the 1st Place Award winner for his Abstract paintings at the prestigious "Affair in the Gardens," in Beverly Hills, California. His poster design, "Party of the Arts" for the 2001 Sausalito Art Festival, was named the top poster of the year by Sunshine Artist Magazine. He is currently represented by Gallery Carla in San Francisco and also exhibits his work in Murphys, Manhattan Beach, Tampa, Maui and Australia. Locally, Burrige's work can be seen at McConnell Gallery in San Luis Obispo and the David Ryan Gallery in Old Orcutt.

Bob paints every day in his country barn studio located near Arroyo Grande and on California's Central Coast along the beaches of San Luis Obispo County. His style explores and interprets "real life" in his own passionate, painterly voice. Burrige's artwork has been praised as "happy, intriguing and powerful." Art critics describe his work as "vibrant, beautiful, masterly done and just a little tweaked." "His use of bold, rich color and adventurous texture, while complex, is uplifting and 'Pop.'" His favorite subjects feature "the Good Life," and include tropical vistas, coastal landscapes, impressionistic still lifes, and luscious fruits & vegetables. An art critic recently commented, "This man makes vegetables exciting! He is a very fine painter with a strong artistic voice."

About his style of painting, Bob says "Art should be an uplifting experience and a celebration of all that's wonderful about life and its quiriness!"

We are so very pleased that Bob would continue to bring his wondrous energy and talent to our proceedings and favor us with a commemorative painting, etched and hand-painted on one of our Commemorative Salmanazars, particularly a work so pertinent to the Wine Classic aura. In addition, Bob has once again assumed the challenge of coordinating all of the artists for the exhilarating Classic Cuvée Program, quite a challenge indeed, and one which is extremely substantive and important to the success of our event, and he, in fact, conceived and created the wonderfully appropriate "Sideways" art for our special 2005 Wine Classic Commemorative Magnums, some of which, by popular demand, are again being offered at this year's auction. Thank you, Bob, for all that you do for us!

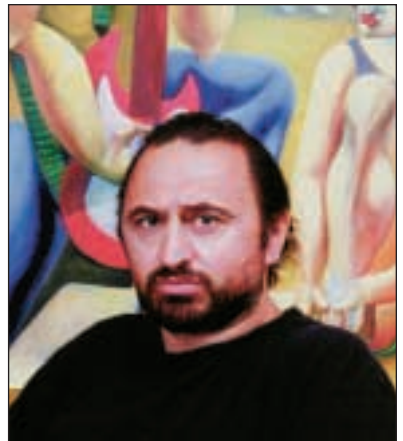
Robert Burridge's paintings are sold in galleries nationwide and currently hang in corporate spaces, professional offices, public places and private collections. For more information or to contact Robert directly, call (805) 489-9649 or view his web site, www.robertburrige.com

YUROSZ

Camarillo, California

The story of Yuroz is as compelling as his art. Yuroz is literally and figuratively the artist of the people. Lovers, musicians, poets, athletes, the homeless and refugees fill his canvases, drawing forth the spectrum of emotions and moods that reside deep in the human soul. Yuroz' amazing ability to bring this soulful human quality to fruition through his art stems from his own life experiences.

A child prodigy born in Soviet Armenia in 1956, Yuroz was only ten years old when he entered the renowned Akop Kodjoyan School of Art in the Armenian capital of Yerevan. After graduating with honors, Yuroz gathered up his incredible talents and entered the Yerevan University of Art and Architecture. His natural aptitude for architecture can be seen to this day in every aspect of his art. Yuroz' most recent sculpture, the life-sized "A Delicate Balance," displays an artist with an implicit knowledge and understanding of how angles and lines must converge to create the lovely curves of the human form.



Even though he was a master architect and a blooming artist, Yuroz' political views clashed with the



Featured Artists

Soviet regime in Armenia, and he realized that freedom was the only path to his true artistic potential. In order to find this path, Yuroz became a refugee. He married a woman who gained entrance into the United States, but Yuroz himself was not allowed to emigrate for seven years.

Those seven years imbued him with a compassion and understanding for all refugees seeking new homes and fresh beginnings. Fittingly, in January 2000 Yuroz was chosen by the United Nations to be the official artist for their 50th anniversary stamp honoring refugees worldwide, and in November his stunning five-panel mural was unveiled at the Jacob K. Javits Convention Center in New York City. Through this mural we can see the grand panorama of Yuroz' vision, where individual and racial differences slide away, and the courage of refugees and humanity as a whole is brought to the surface. His magnificent testament to human courage will ultimately be sent to the General Assembly Building in Geneva, Switzerland, to be installed permanently as a part of their collection.

When the years of waiting to depart Eastern Europe finally came to an end, Yuroz was reunited with his wife in the United States. But the long period of separation combined with his tireless dedication to art led to conflicts at home, and eventually Yuroz set out on his own. After struggling for years to achieve and enjoy the freedom America offered, he found himself homeless in the land of opportunity. Even though he had no home, hope was his constant companion, and Yuroz continued to create art with the supplies of the streets. Napkins and cardboard were conjured into canvas, and discarded pens were transformed into paintbrushes.

Yuroz' Los Angeles street friends were portraits filling the gallery of his mind with the beauty and simplicity of life. Like the refugees who would later populate his United Nations mural, Yuroz was able to capture the survivor mentality of his homeless brethren when they made their way onto canvas, a reflection of his own burning desire to create art in his new home. With the success of this early "Hollywood Boulevard" series, Yuroz was walking his dream path.

Since that time, Yuroz' art has reached new heights and continues to climb. But even with all of his growth and success as an artist, Yuroz has never lost sight of his own humble beginnings, and he has donated the proceeds from a variety of originals and limited editions to numerous causes and foundations. In 1995 he created "The Harlequin's Gift" for Comic Relief, an organization that alerts audiences to the growing American homeless population. Also, 2001 marked the fourth consecutive year that Yuroz will be the official artist for the Suzuki Rock 'N' Roll Marathon in San Diego, and he has on several occasions created an original oil for sale at auction to benefit the Leukemia Society of America. Also in 2001, Yuroz met with the Pope about a ceiling painting project for an Armenian Church in Glendale, California, a concept which was given the Pope's blessing.

Even with such momentous events in his life, Yuroz never forgets the small joys of sounding our feelings and moods through his art. A producer who was once in the studio to interview Yuroz for a national commercial experienced his signature "art massage," which involves drawing on the clothing people are wearing. When Yuroz finished his "massage," the producer was left speechless by the finished product on the back of her T-shirt. Loss of speech is a common reaction to Yuroz' art. We are stunned by the human quality captured in such a simple way, and words cannot express the emotions Yuroz stirs in our souls.

How exceedingly fortunate we are to have such a special and wonderful human being and artist as a substantive part of our Wine Classic aesthetic presentations. Yuroz projects a wondrous energy, and those who are so fortunate as to be in his presence, always leave with at least a brush stroke or more of that good energy. This is Yuri's sixth year presenting his extraordinary art at the Central Coast Wine Classic. He has become a Sustaining Artist in every sense of the term. We hope that the relationship will always continue! We know that you will enjoy the amazing energy of our artist friend, as well as his spontaneous creativity.

For more information, please visit Yuroz's website: yurozart.com

CANDICE NORCROSS NORTHERN CROSS DESIGN STUDIO

Nipomo, California



The Central Coast Wine Classic's array of extraordinary artist bottles is a manifestation of Candice Norcross's importance to our event! Candice Norcross of Northern Cross Design Studios in Nipomo has adorned a myriad of Wine Classic Commemorative bottles and the Classic Cuvées bottles, as well as the donations of a substantial number of Central Coast wineries, with her amazing etching and hand-painting.

As a designer and artist Candice has combined over twenty-five years of graphic, commercial and textile art into a glass concept unlike any artist that you may have encountered. With a philosophy that anything can be reproduced on glass, she strives to recreate wine labels, or any art bottle concept, with meticulous attention to every detail. Candice's specialty has become hand-painted reproductions of original and master artwork. Each one of her works is individually handmade, hand-painted, signed and numbered, further adding to the special nature of her creations.

Her winery clients have included: Adelaida, Arcadian, Artiste, Atlas Peak, Au Bon Climat, Baileyana, Beckmen, Brophy-Clark, Byron, Calzada Ridge, Cambria, Clos Mimi, Cold Heaven, Costa de Oro, Curtis, Domaine Alfred, Eberle, Edna Valley Vineyard, Ella, Daniel Roland Gehrs, Dark Star, Champagne Deutz, Diamond Creek, Dover Canyon, Duckhorn, Eberle, Fiddlehead, Firestone,

Featured Artists

Grey wolf, Hartley-Ostini, IO, Kynsi, Laetitia, Lane Tanner, Laverne, Lindemann's, Martin-Weyrich, Meridian, Midnight Cellars, Mumm Napa Valley, Pacific Ridge, Peachy Canyon, Presidio, Qupé, Ross di Paso, Rusack, Saucelito Canyon, Schramsberg, Seven Peaks, Stag's Leap Wine Cellars, Stephen Ross, Sunstone, Tablas Creek, Talley, The Vineyards at Royal Oaks, Tobin James, Tolosa, Villicana, Wedell, White Hawk, Wild Horse, Windemere, Windward, Wolff Vineyards, Zaca Mesa and many others.

Her commissioned works are created from an equally impressive list of clients, including the American Institute of Wine & Food, the San Luis Obispo Vintners & Growers Association, The San Luis Obispo Mozart Festival, The High Museum of Atlanta, the Napa Valley Wine Auction, the Morro Bay Harbor Festival and the Central Coast Wine Classic, to name but a few, as well as countless private collectors and individuals seeking art work for special occasions. Celebrity patrons of her work include Lance Armstrong, Madonna, Billy Joel, Joe Cocker, Pope John Paul II and Steve Wynn.

Some of those special occasions have come forth from the movie industry, where Candice has created bottle art work representing Sideways, the Gangs of New York, The Aviator, Finding Nemo and The Incredibles.

Candice's etched design work on art glass has been exhibited in the Boston Museum of Fine Art and on the Christmas tree in the Blue Room of the White House.

Candice is a comprehensively lovely individual, a special artist who we are proud to enjoy continually as a member of the Central Coast Wine Classic family. You will note that she is being honored by the Central Coast Wine Classic this year for her continuing support and tireless efforts to assure the aesthetic and financial success of the event.

For more information, please visit Candice's website: candicenorcross.com .

TIM LLOYD

Arroyo Grande, California



For virtually the entire history of the central Coast Wine Classic, many of our Wine Classic Honoree awards have been created by a very special local artist, Tim Lloyd of Arroyo Grande.

Tim is certainly no stranger to the Central Coast wine industry, as he is the former winery manager at Edna Valley Vineyard. Tim has, for twenty-two years, created extraordinary sculptural art works that have been awarded to our Wine Classic Honorees. They now rest in the hands of such luminaries as Maynard Amarine, Jacques Pepin, Jack Niven, Narsai David, Remington Norman and the late Richard Graff, as well as in the private collections of a select group of collectors.

Tim earned his Bachelors Degree in Art from California Polytechnic University in 1981, and he went to work for Edna Valley Vineyard the following year. His twenty years in wine production and his artistic abilities landed him the wondrous commission of Chalone Wine Group, during that time partners with Edna Valley Vineyard, of a stunning, nine-foot high "Cellarman" which graces the front of the company's corporate headquarters in Napa. The original Cellarman sculpted piece was created for the Wine Classic and presented to Paragon Vineyard owner and Edna Valley Vineyard partner Jack Niven at the Inaugural Wine Classic in 1985, the same year that Tim created and presented his wonderful Bacchanalian fawn to Dick Graff. Jim Clendenen, David Breitstein, Dan Gulbronsen and Archie McLaren are now proud possessors of Tim's fauns.

These works embody the fact that, as an artist, Tim has an individual style and an ability to capture just the right mood, serious or whimsical, thoughtful or playful. Whether the piece is realistic or stylized, Tim's works are a blend of fine lines, bold textures and exquisite craftsmanship, reflective of the inspiration for his creations, his appreciation for fine wine and food. We, in turn, appreciate the many offerings of Tim Lloyd's creative artistry for our special honorees over the years, including some of this year's honorees. In fact, this year's Tim Lloyd artistic offerings are particularly appropriate to our wine and culinary honorees, as they embody much of the wine and culinary aura surrounding each.

Tim, thank you for so substantively sustaining the Central Coast Wine Classic's aesthetic presentation. We are deeply appreciative.

For more information, please visit Tim's website: timlloydsculpture.com .

2006 CENTRAL COAST WINE CLASSIC Honorees

SPECIAL RECOGNITION

AMERICAN EAGLE/AMERICAN AIRLINES

Dallas Fort Worth, Texas

Our relationship with American Eagle/American Airlines grew from a relationship that Wine Classic Founder & Chairman, Archie McLaren, engendered in the late 1980s when he was President of the Board of Directors of the San Luis Obispo Mozart Festival. That relationship carried to the Central Coast Wine Classic where the American team has been providing extraordinarily helpful, gracious and generous assistance to support the Wine Classic's array of lifestyle lots. Once again, this superlative airline organization has stepped forth to confer travel arrangements that will make those lifestyle offerings extremely successful, assuring our auction, where the majority of the funds for the Wine Classic's funding for grants to charitable beneficiaries is generated, of continued success.



We are deeply grateful to American Eagle/American Airlines for its continuing support of our endeavors, and we gratefully acknowledge the presence of two of the company's mainstays, Director of Marketing & International Sales, Dan Heath, and American Eagle Marketing & Promotions Manager, Mike Sorokolit, and their families, who are our honored guests during 2006 Wine Classic week.

Thank you gentlemen! We owe much of our success to American Eagle/American Airlines and you.

JUSTIN & DEBORAH BALDWIN JUSTIN VINEYARDS & WINERY

Paso Robles, California

This year, we offer a tribute to one of California's most lovely, gracious and distinguished wine families, the Baldwins, who have been substantively supporting the Central Coast Wine Classic virtually since its inception.

A shared dream of producing fine wine and living a quality lifestyle was the inspiration for JUSTIN Vineyards & Winery. Justin and Deborah Baldwin come from families only once removed from agricultural life. Debbie was born in a rural part of Washington State and Justin's parents were raised on farms in Pennsylvania and Minnesota. Deborah's desire for a cosmopolitan environment led her to a career in mortgage banking in Los Angeles, where she honed her financial and administrative talents. Justin, although raised in San Francisco, knew and admired the former, more rural Napa and developed an interest in wine while working as an international investment banker and entertaining clients.



In 1981, Justin and Debbie purchased 160 acres of land in the remote Adelaida Valley west of Paso Robles on California's Central Coast. They also released their first wine, a sparkling Blanc de Noir made from purchased fruit (their vines were not yet mature). In 1982, they planted 72 acres, concentrating on the three classic red Bordeaux grape varieties, Cabernet Sauvignon, Merlot and Cabernet Franc, and Chardonnay. Nineteen eighty-five marked construction of the winery and in 1987, their first crush of 100% estate JUSTIN wines.

The business continued to grow throughout the late eighties and early nineties, with increased production, a new winery building, and the opening of the JUST inn, a luxurious French auberge. The Baldwins introduced the winery's monthly Guest Chef Dinners featuring some of the nation's best chefs as they prepare elegant candlelight dinners set amidst the barrels within the cellars. In 1998, they opened a restaurant on premise named "Deborah's Room." It quickly became a destination for fine dining, and truly highlights the winery's commitment to food and wine. Their guest chef dinner series is another way they like to promote their wines to the public.

At the forefront of the Baldwins' philosophy is a desire for their wines to be entirely estate grown, produced and bottled and to remain a family business with a reputation for being the leading boutique producer of premium wines on the Central Coast. They also want to have fun along the way and celebrate the healthful and fraternal contribution wine has made to society.

Beginning with their first vintages, and continuing through their latest releases, JUSTIN wines have received numerous awards and accolades, including the London International Wine & Spirit Competition's Pichon Longueville Comtesse de Lalande trophy awarded to the 1994 Isosceles for the Best Blended Red Wine Worldwide and number 6 in the top 100 for the *Wine Spectator* for their 1997 Isosceles.

Justin and Debbie recently faced very trying illnesses, each being diagnosed with cancer. We are pleased to say that they have recovered from these challenges, and that, mirroring the kind of people they are, they created the Wellness Community Central Coast Founders group, whose initial act was to purchase facilities in Paso Robles that would serve as offices, followed by the purchase of a 3500 square foot building in Paso Robles to serve as a center for assisting people who have been affected by cancer to help them learn vital skills in regaining control, reducing isolation and restoring hope, regardless of the stage of the disease. The Wellness Community Central Coast is the beneficiary of this year's Wine Classic Fund-a-Need Auction Lot. Please raise your paddles in support of this extremely worthy cause that was founded by our Central Coast

2006 CENTRAL COAST WINE CLASSIC Honorees

friends and family, the Baldwins.

What Justin and Deborah Baldwin have accomplished to enhance the image and lifestyle of the Central Coast wine industry cannot be either fully understood or appreciated. It is simply too extraordinary to quantify. We are deeply grateful to them for all that they have done and continue to do for the area, the Wine Classic and for each of us individually.

BARBARA FAIRCHILD EDITOR IN CHIEF *BON APPÉTIT* MAGAZINE

Los Angeles, California & New York, New York



There is no doubt that one of most interesting dinner companions on the planet, actually one of the most interesting people period, for that matter, is Barbara Fairchild. Her exceptional background is food (pun intended) enough for such a result; however, she brings her own lovely and enthusiastic presence to meld with her wit and intelligence to imbue the room with and those around her with energy and interest.

Barbara Fairchild began her magazine career as an editorial assistant for *Carte Blanche* magazine in Los Angeles. She was promoted through the ranks to senior editor before accepting an entry-level position as editorial assistant at *Bon Appétit* in 1978. She served as assistant editor, associate editor, articles editor and senior editor before her promotion to executive editor in 1986. In July 2000, Barbara became editor-in-chief.

Barbara speaks frequently before writers' groups, food, travel and publishing professionals and women's organizations. She is a member of the American Society of Magazine Editors headquartered in New York, and serves yearly on the screening committee for the National Magazine Awards. She is also a member of the American Institute of Wine and Food,

the International Association of Women Chefs and Restaurateurs and the International Association of Culinary Professionals.

Barbara also serves on the Board of Trustees of the James Beard Foundation and is the chief liaison between the Trustees and the Awards committee that oversees the annual Foundation Awards for journalists, chefs and restaurants. In addition, she regularly appears on television, including NBC's *Today Show* and *Dateline NBC*, *News Night with Aaron Brown* on CNN, numerous appearances on the Food Network, including *Iron Chef America*, Fine Living Network, and A&E's *Biography*.

In May 2000, Barbara was inducted by the James Beard Foundation into "Who's Who in American Food and Beverage." Those honored in this group number fewer than two hundred fifty nationwide.

In June 2003, Barbara Fairchild met HRH Queen Elizabeth II at a Buckingham Palace reception for the tourism industry, "Royal Tourism Day." The only American journalist in attendance, Barbara was invited in recognition of *Bon Appétit's* outstanding coverage of Great Britain as a travel destination.

For the past seven years, Barbara has served as co-chair of the Special Events Committee of the Jonsson Cancer Center Foundation at UCLA. During her tenure, she has helped to raise more than \$3 million for cancer research through the foundation's annual "Epicurean Evening." She was recently named to the Board of Trustees of the Foundation as a result of her dedication and hard work in helping to find a cure for cancer.

Barbara continues to expand her involvement in charitable fundraising. She is currently helping to raise money for the restoration and preservation of heritage cookbooks through the foundation's "Endangered Treasures Program." Barbara also serves as a judge for IACP's Harry A. Bell Scholarship Fund. Scholarships are awarded to a qualified food writer or writers for the purposes of researching a proposed food-related book topic. For *Bon Appétit*, Barbara also sponsors a yearly Les Dames d'Escoffier scholarship for young women in the culinary field. She also serves on the Board of the Los Angeles Library Council. And she continues to inspire the lives of young people through her work with the Careers through Culinary Arts Programs in both Los Angeles and New York, which offers vocational training in the culinary arts to high-school students.

Barbara Fairchild holds a Bachelor of Fine Arts degree in Journalism from California State University, Northridge. In May 2005, Barbara was honored by the university as a "Distinguished Alumni" during their annual awards ceremony.

With all of these accolades to her credit, Barbara still retains a graciousness and a down-to-earth quality that inure her to everyone she meets. You are likely to run into her one of many Wine Classic activities, as her fine wine and culinary interests are pervasive.

Bon Appétit magazine, based in Los Angeles with business offices in New York, is a Condé Nast Publication. With over six million readers, it is the most widely read magazine of its kind and has served as America's foremost food and entertaining magazine for over four decades.

2006 CENTRAL COAST WINE CLASSIC Honorees

DOUG MARGERUM WINE CASK

Santa Barbara, California

One of the first "Central Coast Wine & Culinary People" to attend the Central Coast Wine Classic in its formative years, Doug Margerum has been a faithful and generous supporter of the Wine Classic throughout its history. A great friend of Jim Clendenen, Doug and Jim came to many Wine Classics together and presented and promoted the cuisine and wines of Santa Barbara. It is a great pleasure to honor Doug for all that he has done and continues to do for the central coast and the Wine Classic, and propitiously so, as August of 2006 celebrates the 25th anniversary of WINE CASK Santa Barbara!



Doug Margerum began his wine and food exploration at a young age, tasting wine in France and eating in France and Italy with his parents at 13 years of age. He worked in restaurants as a cook and server throughout his high school and college years. In 1981, after he graduated from UCSB with a degree in Business Economics, Doug's family purchased WINE CASK (an existing wine store, wine making & beer making supply store). What began as retail wine store expanded to include a simple bistro adjacent to the existing wine store. The restaurant expanded to the "Gold Room" in Santa Barbara's legendary El Paseo in 1991, and the adjacent Intermezzo cafe opened in 1996. The two restaurants and the wine store have become a destination of choice in Santa Barbara among food and wine cognoscenti locally and from throughout the world.

The WINE CASK cuisine and wine program is a combination of diverse influences Doug has experienced in food and wine, the myriad of flavors from the world with California's Asian/Mexican influences. This mix is the recipe for creative, simple and refined food matched with appropriate wines and a congenial atmosphere. There was critical success from the outset with praise from *Gourmet*, *Bon Appetit*, and the *Los Angeles Times*. It was in 1994 that WINE CASK became one of 74 restaurants in the world to receive the *Wine Spectator* Grand Award and has been awarded the Grand Award every year since.

Continually expanding his interests, in 2005 Doug opened WINE CASK Los Olivos. The newly remodeled dining room, which is being leased from Fess Parker's Wine Country Inn, is quite possibly the most elegant in the Santa Ynez Valley. An extensive wine by the glass selection includes many local favorites and pairs very well with the restaurant's wine oriented cuisine. The wine list is modeled after the *Wine Spectator* Grand Award-winning list in Santa Barbara with an additional emphasis on wines from outstanding local producers, especially rare older vintages.

The seasonal menus at WINE CASK Los Olivos are ethereal, with flavors intertwined and fresh, focusing on locally grown, caught, and raised products that are in season. WINE CASK Los Olivos offers a comprehensive food and wine experience that is certain to please. Serving breakfast, lunch and dinner daily, Wine Cask Los Olivos is the choice for savvy diners in Santa Barbara's Wine Country. WINE CASK Los Olivos has an adjacent Intermezzo café as well complete with full bar and a lovely al fresco patio with an outdoor fireplace.

In 2001 Doug started Margerum Wine Company. His philosophy in that venture is a return to wine making in its previous form of production – handcrafted and personal. He produces Santa Barbara County vineyard specific Syrah, Sauvignon Blanc, and Pinot Gris. In addition he hand crafts a blend of five Rhone Valley varieties (Syrah, Grenache, Mourvèdre, Counoise, and Cinsault) called M5, a wine so wonderful that it is being served at this year's Dinner at Hearst Castle.

Doug is also the vintner for Happy Canyon Vineyards - BARRACK wines, a luxury Cabernet Sauvignon called Ten~Goal and a elegant Merlot called Brand; PIOCHO which is a blend of Cabernet Franc, Cabernet Sauvignon, and Merlot; and CHUKKER, a new approach to varietal Cabernet Franc.

Doug Margerum is a man of many talents and many interests, and we are honored to be associated with him and to have him be a sustaining member of the Central Coast Wine Classic family. Thank you so very, very much, Doug, and congratulations to you on the success of your various wine and culinary endeavors!

2006 CENTRAL COAST WINE CLASSIC Honorees

CANDICE NORCROSS NORTHERN CROSS DESIGN STUDIO *Nipomo, California*



What a treat it is for us to honor our favorite glass artist! She has been a mainstay of our artistic endeavors for many years and was with us at the advent of our Commemorative Salomanazar offerings, now recreating the art of James-Paul Brown, Robert Burrige and Yuroz, as well as at the advent of the Classic Cuvée Series, initially etching and hand-painting the Wine Classic logo on the Classic Cuvée bottles, and now etching and hand-painting on them representations of the fine art of Central Coast artists. Candice has also adorned the donations of a substantial number of Central Coast wineries with her amazing etching and hand-painting.

As a designer and artist Candice has combined over twenty-five years of graphic, commercial and textile art into a glass concept unlike any artist that you may have encountered. With a philosophy that anything can be reproduced on glass, she strives to recreate wine labels, or any art bottle concept, with meticulous attention to every detail. Candice's specialty has become hand-painted reproductions of original and master artwork. Each one of her works is individually handmade, hand-painted, signed and numbered, further adding to the special nature of her creations.

Her winery clients have included: Adelaida, Arcadian, Artiste, Atlas Peak, Au Bon Climat, Baileyana, Beckmen, Brophy-Clark, Byron, Calzada Ridge, Cambria, Clos Mimi, Cold Heaven, Costa de Oro, Curtis, Domaine Alfred, Eberle, Edna Valley Vineyard, Ella, Daniel Roland Gehrs, Dark Star, Champagne Deutz, Diamond Creek, Dover Canyon, Duckhorn, Eberle, Fiddlehead, Firestone, Grey wolf, Hartley-Ostini, IO, Kynsi, Laetitia, Lane Tanner, Laverne, Lindemann's, Martin-Weyrich, Meridian, Midnight Cellars, Mumm Napa Valley, Pacific Ridge, Peachy Canyon, Presidio, Qupé, Ross di Paso, Rusack, Saucelito Canyon, Schramsberg, Seven Peaks, Stag's Leap Wine Cellars, Stephen Ross, Sunstone, Tablas Creek, Talley, The Vineyards at Royal Oaks, Tobin James, Tolosa, Villicana, Wedell, White Hawk, Wild Horse, Windemere, Windward, Wolff Vineyards, Zaca Mesa and many others.

Her commissioned works are created from an equally impressive list of clients, including the American Institute of Wine & Food, the San Luis Obispo Vintners & Growers Association, The San Luis Obispo Mozart Festival, The High Museum of Atlanta, the Napa Valley Wine Auction, the Morro Bay Harbor Festival and the Central Coast Wine Classic, to name but a few, as well as countless private collectors and individuals seeking art work for special occasions. Celebrity patrons of her work include Lance Armstrong, Madonna, Billy Joel, Joe Cocker, Pope John Paul II and Steve Wynn.

Some of those special occasions have come forth from the movie industry, where Candice has created bottle art work representing Sideways, the Gangs of New York, The Aviator, Finding Nemo and The Incredibles.

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Candice is a comprehensively lovely individual, a special artist who we are proud to enjoy continually as a member of the Central Coast Wine Classic family. She is being honored by the Central Coast Wine Classic this year for her continuing support and tireless efforts to assure the aesthetic and financial success of the event.

Thank you, Candice, we are deeply appreciative.

2006 CENTRAL COAST WINE CLASSIC Honorees

RELAIS & CHÂTEAUX
JAUME TÀPIES,
INTERNATIONAL PRESIDENT
JACQUES-OLIVIER CHAUVIN,
CHIEF EXECUTIVE OFFICER AND DIRECTOR GENERAL
BRENDA HOMICK,
DIRECTOR RELAIS & CHÂTEAUX NORTH AMERICA

It is indeed our honor to be associated with a hotel and restaurant organization that offers world-class experiences on every level to its patrons, just the level of service and culinary excellence that Central Coast Wine Classic patrons seek. And Relais & Châteaux has been the prime mover, along with American Eagle/American Airlines in presenting our over-the-top "Paris & the Great Wine Regions of France" Auction Lot, which is offered again this year with a few embellishments.

There are many facets of Relais & Châteaux properties that stand out. Among them, charm, authenticity and superior culinary standards are paramount. There are 453 Relais & Châteaux member properties, located in 50 countries on five continents. Within this group, 135 members belong to the gastronomic elite, Relais Gourmands, a designation of culinary excellence granted to some of the world's most renowned culinary masters. This prestigious portfolio of Relais & Châteaux properties and Relais Gourmands restaurants has garnered a spectacular collection of awards and accolades, including more than 300 Michelin stars and prominent rankings in surveys by *Travel & Leisure* and *Zagat*.

Founded in France and headquartered in Paris, the association serves as an ambassador for the French "art de vivre" and the highest culinary standards. For more than 50 years Relais & Châteaux members have upheld the Quality Charter of the "Five Cs," reflecting both the Association's philosophy and the expectations of its guests: Courtesy, Charm, Character, Calm and Cuisine. This revered brand is perceived as the global benchmark for charming hotels and upscale restaurants around the world.

Diversity defines the Relais & Châteaux character, with member properties encompassing a wide range of styles. An old-world castle, a stately manor home, a picturesque country house, a ski chalet, a safari lodge, a secluded retreat on an exotic island ... there are as many styles as there are member properties of this elite Association. Intimately sized, each averages just 30 guestrooms, keeping guest relations and service highly personalized.

Service is provided 'round the clock by warm, enthusiastic teams attentive to the smallest detail and dedicated to ensuring an unforgettable visit. The Association's head office in Paris ensures that quality standards are continuously maintained by implementing a rigorous assessment process that includes periodic anonymous visits by inspectors to member properties and distribution of guest comment forms inviting visitors to report on their impressions of member properties. The head office receives more than 8,000 letters and emails a year from guests, whose positive feedback is the ultimate quality indicator.

Relais & Châteaux in 2005 garnered 199 Mobil stars and has a total of over 300 Michelin stars; 22 member properties secured AAA Five-Diamond awards. In the 2006 *Zagat Top U.S. Hotels, Resorts and Spa Guide* the association is the highest-rated boutique hotel group, and in 2005 was the undisputed leader among independent hotel groups. Relais & Châteaux properties gained 16 listings in *Travel + Leisure's* 2005 "World's Best" awards and 12 in *Condé Nast Traveler's* "Top 100 World's Best Hotels."

Telephone for reservations, toll-free in North America 800-735-2478; Gift certificates may be purchased by calling toll-free 877-334-6464 or ordering via the web site at: www.relaischateaux.com.



2006 CENTRAL COAST WINE CLASSIC Honorees

RICHARD & THEKLA SANFORD

ALMA ROSA

Buellton, California

3 5 Y E A R S O F S U S T A I N A B L E
W I N E G R O W I N G H I S T O R Y

**1971 Sanford & Benedict Vineyard • 1981 Sanford Winery
1983 El Jabali Vineyard • 1995 La Rinconada Vineyard
2000 La Encantada Vineyard • 2005 Alma Rosa Winery**



It is difficult to know where to begin in our praise of the character and perseverance of Richard and Thekla Sanford. You will surely not find anyone who is more a steward of the land than they. Perhaps it could be said that Richard and Thekla are the ultimate expression of terroir, people whose consciousness benefits everything surrounding them as well as the land beneath their feet. It is not just a simple but also a compelling matter to recognize people such as these for their remarkable contributions.

Pioneer winegrowers in the Sta. Rita Hills AVA since 1971, when they found the terroir and began the winery that "started it all" about Pinot Noir in Santa Barbara County, Thekla and

Richard Sanford are now pleased to present the first wines from their new winery, *Alma Rosa Winery & Vineyards*.

With over 30 years experience winegrowing in one of the world's quintessential Pinot Noir and Burgundian wine grape growing regions, west of Highway 101 near Buellton, their energies will continue to be focused on excellence in Pinot Noir and Chardonnay, and they feel this new beginning gives them a greater opportunity to honor the unmistakable relationship between the healthiness of the soil, the energy of the vines, and ultimately the soul of the wine. "My wife Thekla and I are focusing in on what's most important to us. Sustainability is key and we are very much committed to the environment and the soulful connection with our employees and the people who enjoy our wine." says Richard.

With over 100 acres of certified organic vineyards in the Sta. Rita Hills AVA (the first vineyards to be certified in Santa Barbara County), Alma Rosa Winery offers a Pinot Gris and Pinot Blanc in addition to their Pinot Noir and Chardonnay. Their acclaimed Pinot Noir Vin-Gris (as seen in the movie *Sideways*) is also being produced.

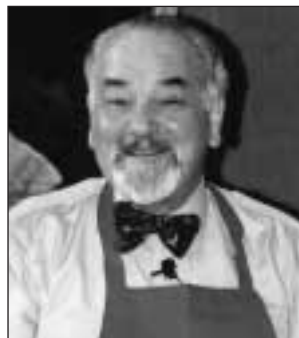
Richard and Thekla have always been extremely supportive of the Central Coast Wine Classic, offering participation and assistance at every turn.

With a vision for a viable agricultural future, and an environment that is safe for our children, Richard and Thekla and the staff at Alma Rosa Winery hope to continue to bring their customers together to share good food, good times and great wine. And we are pleased to share those priceless aspects of life with them during this year's Wine Classic, appropriately during the "Fine Wines Produced from Natural, Organic and/or Biodynamic Farming Techniques" symposium, where Richard will play a major role, as well as at other Wine Classic venues such as the Dinner at Hearst Castle, as we honor and thank them for what they have done for us for so long and continue to do for all of us into the future.

Presenters & Symposium Hosts

NARSAI DAVID
CENTRAL COAST WINE CLASSIC CULINARY ADVISOR
BON VIVANT
NARSAI & COMPANY
Berkeley, California

It is difficult to imagine a more effusive individual than Narsai David. He is the sort of person whose presence just makes you feel more whole and more pleased about circumstances in general. The restaurateur, vintner, chef, gourmet and bon vivant has a history of involvement, both in the culinary arts and in his community of Berkeley, where he was educated at UC Berkeley, and other Bay Area locales, and his involvement always brings a vibrancy and energy to the proceedings. From his humble beginnings at a drive-in hamburger house in Turlock to Radio and Television prominence, the overriding impression of Narsai is that he has always been unfailingly gracious.



From his birthplace of Chicago to Turlock to the Bay Area, he was always involved either directly or indirectly with produce and restaurants, opening his own, the renowned Narsai's, in the small East Bay community of Kensington in 1970. From 1970 until 1986, this restaurant and catering business was a culinary Mecca for gastronomes and the venue for exceedingly attentive service and exceptional cuisine. Centerpiece for the restaurant's fame was its Monday night dinners at which Narsai offered a fixed menu from whatever cuisine happened to capture his attention and appeal to his senses at the moment.

From 1978 to 1985, Narsai's Market, next to the restaurant, presented a remarkable array of specialty foods. Narsai and his catering business were the recipients of a great deal of publicity for his extraordinary caterings, representing some of the grandest outdoor dining experiences ever presented. Rock impresario Bill Graham called on Narsai regularly to cater his concerts, and the Napa Valley Wine Auction Dinner, with its two thousand guests, was one of his triumphs. In addition, Narsai was an aficionado of fine wine, and the wine list at Narsai's was listed as one of the ten finest in the world by the *New York Times*. His culinary book authorships include Monday Night at Narsai's, The Menu, 1992 and The Menu, 1994.

Community and professional service has always been a priority with this considerate and gentle man. He has served as the Chair for the Awards committee for the Berkeley Community Fund, President of the Board of the Pacific Coast Farmers' Market Association, Host of the Annual "Narsai Toast to the Arts," Host to the Alameda County Meals on Wheels Dinner and Honorary Chair of the VNA Hospice Annual Wine Tasting Fundraiser. In addition, he is a Founding Member of the San Francisco Hunger Awareness Project.

Today, his time is divided between travel and food segments, the management of Narsai's Specialty Foods, KCBS Radio and Macy's West. As Wine and Food Editor of KCBS, he files twice-daily reports from wherever he is in the world. As Macy's "Culinary Expert," he hosts cooking classes every Saturday morning at the flagship store on Union Square in San Francisco. He has been a columnist for the food section of the San Francisco Chronicle and makes celebrity chef appearances at gatherings throughout the world. At our Wine Classic, he has hosted the cooking demonstrations of superb chefs such as Gary Danko, Cal Stamenov and John Ash, and has genteelly showed the young guys how it's supposed to be done.

As a long-time aficionado and collector of exceptional Napa Valley wines, Narsai has shared his collection by annually donating an auction lot for the Wine Classic's Wine Auction, and it has quickly become one of our most sought-after offerings. Now he has his own Narsai Napa valley Cabernet Sauvignon, a wonderful wine, which he presented at the 2004 Wine Classic's Napa Valley Cabernet Sauvignon Symposium.

Wherever Narsai goes, his objective remains the same; to share the simple pleasures of cooking food and presenting wine, each through the process of education. This year, he will be doing so in conjunction with Chef Wendy Brodie, as they present the Friday Cooking Demonstration & Luncheon. It is a great pleasure and an honor to be the recipients of Narsai's expertise and good energy and to share with his lovely and gracious wife, Venus, and him, the energy of the Wine Classic.

Presenters & Symposium Hosts

WENDY BRODIE

Carmel, California



Celebrated Central Coast chef/artist Wendy Brodie is known for her creative style with food, presentation and table decor. In fact, she is often described as an artist whose medium is food. As one steps into their creative and exquisitely decorated home, it is obvious that Wendy and her husband, Bob Bussinger, lead a life is imbued with art, culinary and otherwise.

Wendy, who was born in San Francisco and grew up there and in Palo Alto, has written food columns, lectured and demonstrated cooking and tabletop designs at such venues as Filoli Center, Macys, Bloomingdale's and Neiman Marcus.

A graduate of the first class of the California Culinary Academy of San Francisco, she has held executive chef positions at prestigious world-class resorts, including the Preserve at Rancho San Carlos, where she developed her own innovative style of ranch cuisine, Stonepine Inn and Gardiner's Tennis Ranch, all in Carmel Valley. She has been a guest chef, developing menus to represent California cuisine, at numerous four and five-star hotels in Europe and the Jockey Club in Hong Kong. She has cooked for and with numerous

celebrity chefs including Julia Child, Jacques Pepin, Roy Yamaguchi, Paul Prudhomme and Martha Stewart. She has also been a guest chef at the Master's of Food and Wine in Carmel and the Monterey Wine Festival. She has also been a guest chef for the Central Coast Wine Classic's annual Dinner at Hearst Castle. This year she will be presenting a component of the Expression of the Culinary Arts Symposium, as well as presenting the Cooking Demonstration & Luncheon. In 1991 Brodie was selected to attend Madeleine Kamman's graduate program at the School for American Chefs at Beringer Wine Estates and has been inducted as an honorary member of the American Academy of Chefs of the American Culinary Federation.

With her husband, Bob Bussinger, Brodie was co-owner of Lincoln Court Restaurant in Carmel, which had become a very popular local restaurant generating outstanding reviews.

Currently she gives classes on her artful style with food, table décor and entertaining. She also operates Lincoln Court Catering which handles all styles and sizes of groups and events. Wendy appears as guest chef throughout the U. S. and other countries. She consults for home kitchen design, works with business for menu design and is a personal kitchen shopper.

Wendy has her own weekly television show, "Art of Food," broadcast nationwide on PBS and Comcast ABC channel 7 as well as every day on Comcast Cable, Channels 2 and 34. Her impressive list of affiliations includes the International Wine & Food Society, the Confrerie de la Chaine des Rotisseurs, Les Toques Blanches, Knights of the Vine, the American Institute of Wine & Food, the American Culinary Federation, the International Association of Culinary Professionals, the California Restaurant Association, the American Hotel & Motel Association, the National Association of Television Program Executives, Rotary International, the U.S. Institute of Management Consultants and the Monterey County Convention and Visitors Bureau.

Wendy Brodie is such a comprehensively lovely person who brings such good energy and grace to the proceedings. It is a great pleasure to share our Wine Classic activities with Bob and her.

Presenters & Symposium Hosts

CARISSA CHAPPELLET

Big Sur & Avila Beach, California

Carissa Chappellet has become a very important part of the Central Coast Wine Classic. Whether she is hosting her annual Central Coast Cycling Classic, hosting a dinner, or photographing the proceedings, she is omni-present at Wine Classic activities.

Carissa also works alongside her brothers, Jon-Mark and Cyril and their parents, Donn and Molly, running the Chappellet Winery. Carissa recalls beginning her career in the wine industry at age seven, her first harvest. Her first cellar job was washing corks, from there she advanced to bottle washing, labeling and finally capsules.

It was also at age seven that she began baking breads and by age 13 was taking her first professional cooking classes from Jacques Pepin. Molly's prolific vegetable garden gave Carissa a variety of ingredients with which to practice her culinary interests. By age 17, she was a full-time vegetarian and creative cook.

Carissa also followed Molly's interest in photography. She has documented two trips around the world and is rarely ever seen without a camera or two.

In 1987 Carissa graduated from Monterey College of Law, went on to pass the bar and practiced civil litigation in Monterey. An interest in the Chinese Language and culture led her to spend a semester in Shanghai teaching English and learning Chinese with an eye towards a career in international law.

Called upon from time to time to assist in the promotions of the family wines, Carissa discovered her interest in traveling, photography and the culinary arts all combined nicely with work in the marketing side of the wine business. With encouragement from her brothers she put aside the practice of law and joined them in running the business, where she became Chappellet's equivalent of Ambassador-at-Large.

It was in 1999 at the Sun Valley Wine Auction where fate and Ursula Hermasinski intervened and Carissa was introduced to her partner in life, Central Coast Wine Classic Founder & Chairman, Archie McLaren. That story is for another time, but their love permeates the Wine Classic and is an inspiration to all.

Obviously a woman of many talents, Carissa published her first book in 1997, *The Romance of California Vineyards*, a visual tour of the wine country with breathtaking photographs by Daniel D'Agostini. She is currently working on her second book, a recounting of her 15,000 mile millennium adventure on the Odyssey 2000 bicycle trip around the world.

Carissa makes her home in Big Sur and Avila Beach, California. When not on the computer or phone, she paints, writes, gardens, bikes and cooks. A skilled photographer, painter and musician, Carissa not only carries her camera, but also her paints, banjo and mandolin with her everywhere. A true Renaissance woman she's also, a licensed hypnotherapist and certified massage therapist.

It is especially gratifying to share the Wine Classic and its fruition with such a special person and her wondrous energy.



Presenters & Symposium Hosts

CYRIL CHAPPELLET

St. Helena, California



Cyril Chappellet is the quintessential Ambassador for Chappellet winery, and he began the process of his evolution toward that end at a young age. Moving to a home in the middle of the vineyards when he was 10 years old, Cyril's course in life was influenced by the romance of the vineyards and the growth of Napa Valley's wine industry. The eldest son of Molly & Donn Chappellet, Cyril was encouraged to make his own career choices and explore life away from the family winery.

After studying farm management at California Polytechnic University in San Luis Obispo and completing his business education at Pepperdine University, Cyril began his career in corporate planning and acquisitions, working on the East-coast for an oil and insurance company. In 1988, with nearly 10 years of business experience under his belt, Cyril returned to the winery property on Pritchard Hill, excited by the challenges Chappellet faced in an ever-changing industry. Cyril says his goal was "to continue what my father started: making extraordinary wines that express the unique growing conditions of Pritchard Hill."

Responsible for the winery's national sales and marketing, Cyril spends the bulk of his time traveling around the country visiting key accounts and hosting wine events. Avoiding the use of an official title, Cyril observes, with typical candor, that his responsibilities are not clearly defined. When he is on Pritchard Hill, Cyril can be found driving a forklift, barbecuing for winery guests or repairing a piece of vineyard equipment. "Doing whatever it takes is the nature of a family business," says Cyril.

In addition to his work at the winery, Cyril serves on the Boards of the Wine Service Co-Op and the Napa Valley Vintners Association. He is an exceptional chef and enjoys casual entertaining at home. Cyril, his wife Blakesley and their big dog Omar live on the winery property on Pritchard Hill.

Cyril Chappellet has boundless energy and is one of the most genuinely interactive people imaginable. He will be co-hosting "The Art of Crafting Fine Wine" Symposium, where he will be presenting Chappellet's venerable Chenin Blanc and extraordinary Pritchard Hill Estate Cabernet Franc.

TOM FICHERA EXECUTIVE CULINARY TEAM VENTANA INN & SPA A CRESCENT HOTEL PROPERTY

Big Sur, California

We welcome amiable coffee maven Tom Fichera to the Central Coast Wine Classic for the first time as a Symposium Host. Tom's interest and expertise in fine coffees come from years, thirty years in fact, of heading culinary programs in some of California's most revered restaurants.

Tom's first upscale post was in 1989 at the Highlands Inn in Carmel, where he was Manager and Maitre d'Hotel and supervised the Inn's fine dining restaurant, Pacific Edge, guiding it to a Grand Award from *Wine Spectator*. That position was followed by a like one at the Bay Club Restaurant in Pebble Beach, where he again created a *Wine Spectator* award-winning wine list.

Tom then took the position of Director of Food & Beverage for the famous Inn of the Anasazi in Santa Fe, New Mexico, to return to California in 1992 to become General Manager at the revered Aqua and Charles Nob Hill restaurants in San Francisco. His accomplishments there included hosting a dinner at the James Beard House in New York.

His next position was at the very top of the hill, Nob Hill to be exact, where he was the Director of Restaurant Operations for the Mark-Hopkins Hotel, where he re-designed the world-famous Top-of-the-Mark Lounge.

In 1997, Tom was offered a post on the Central Coast at one of the most propitiously located properties in Santa Barbara, San Ysidro Ranch. There, as Director of Restaurant and Beverage Operations, he completely re-wrote the wine list, leading in yet another *Wine Spectator* award. His successes there led to his being offered the position at the prestigious Santa Barbara Polo & Racquet Club, where, as Director of Marketing, Food & Beverage Director and Membership Director, he created, nurtured and oversaw the Clubhouse and coordinated all of the special events held at the Club.

In 1999, the Coastal Hotel Group, which runs a number of exceedingly desirable properties in Washington and California, including the Salish Lodge in Snoqualmie, Washington, and the renowned and magical Ventana Inn, sought out Tom and asked him to become an integral part of its Executive Culinary Team, focusing on the Ventana Inn and its award-winning, fine dining restaurant, Cielo. As the Director of Food & Beverage at Ventana Inn, Tom continues his dedication to his food and wine profession.

Along the way, Tom Fichera became quite adept erudite in several areas, including passing stage one of the Master Sommelier Program and becoming an expert in fine coffees. He will share that expertise with you on Sunday Moring of this year's Wine Classic. We know that you will enjoy being educated and edified by this exceptionally interesting and engaging man.

Presenters & Symposium Hosts

JAY JAMES, MASTER SOMMELIER GENERAL SALES MANAGER FOR ON PREMISE WINE SOUTHERN WINE & SPIRITS

Las Vegas, Nevada

We welcome once again the affable and erudite Jay James for his second appearance as a Symposium host at the Central Coast Wine Classic.

An alumnus of Georgia Tech, Jay was distracted from his academic pursuits twice, first by a two-year tour with the rock band, Borneo, in which he played lead guitar, and second, and irrevocably, by the allure of the Master Sommelier title.

In 1989, while working as a part-time employee of the 400-seat Ray's on the River in North Atlanta, Georgia, Jay was charged with creating a new wine program. In wine he found a synergistic tool for combining all his passions into a single field. Never comfortable bearing down on any one subject to the exclusion of others, Jay found himself completely at home in the study of wine, a field that embraces: chemistry, biology, history, art, literature, geography and geology, among others.

Master Sommeliers Fred Dame and Evan Goldstein urged Jay to prepare for the Master Sommelier exam, which he did in 1997 becoming the 32nd American to successfully complete it. The exam consists of three parts: theory, covering wine, spirits, beer, ale and cigars; a practical service exam and a blind tasting and identification section which requires complete classification of six wines in 25 minutes. Jay also worked with as Sommelier for the Peasant Restaurant Group in their flagship restaurant, the City Grill in Atlanta, as Sommelier and Assistant Manager at Nikolai's Roof at the Atlanta Hilton and a Fine Wine Sales Representative for Atlanta Wholesale Wine.

In April 2004 Jay was named President of Vintrust, LLC, a San Francisco-based venture committed to marrying the convenience and innovation of technology with the old world traditions of wine. Jay originally joined Vintrust in 2003 while serving as Director of Wine for the Bellagio Resort in Las Vegas. In that capacity, he served with William Harlan, Roger Walther and Gary Rieschel as a member of the Board of Directors responsible for guiding fundraising, investor relations and defining Vintrust's seminal priorities.

Prior to joining Vintrust, Jay was the Director of Wine at the Bellagio Resort in Las Vegas where he developed new systems for the management and delivery of 105,000 bottles of wine inventory cellared in 28 separate locations. Jay supervised 12 sommeliers and provided wine education for 2,000 service staff serving 26 restaurants under one roof at the resort. He joined the opening team of the Bellagio in 1998 and was generating \$29 million in annual wine revenues when he departed.

Now Jay, busier than ever and even more engaged in his wine interest, is the General Sales Manager for On Premise Wine for Southern Wine & Spirits in Las Vegas, a remarkable company that provides top-tier wines to the finest restaurants in the city that has become one of the handful of great restaurant destination cities in the world.

Jay has been a featured speaker at numerous wine and food events and has appeared in a long list of national publications. He has competed in the Grand Prix du Sopexa Sommelier Competition and the Concours Mondial 1994 United States Finals. Jay is a member of the Court of Master Sommeliers and is actively involved with the organizations education and examination efforts.

It is a great pleasure to have Jay James as a major presenter at the Twenty-Second Annual Central Coast Wine Classic, where he will be hosting symposium panels on Pinot Noir and Rhone Blends from San Luis Obispo and Santa Barbara counties.



Presenters & Symposium Hosts

VIANNEY GRAVEREAUX EXPORT MANAGER CHAMPAGNE PHILIPPONNAT *Ay, France*



Vianney Gravereaux, Champagne Philipponnat's urbane and yet down-to-earth Export Manager, is truly a Renaissance individual. In 1998, he received his Master's Degree in Social Sciences and English at the Paris Institute of Political Studies, and from 1998 to 2000, he served as an auditor at the prestigious Arthur Anderson Company. From 2000 to 2002, he participated in the Wine Dot Com boom as Head of Sales for Wine and Co, the first wine retail website in France. Since end of 2003, he has been the Export Manager for Philipponnat.

In the meantime, Vianney has maintained a very strong interest in rugby, mountain climbing and Central Asia. He lived for two years in Australia and for four years in New Caledonia.

It is a great pleasure to welcome such an interesting and accomplished person to the 2006 Central Coast Wine Classic to present us with the special attributes of the extraordinary House of Champagne Philipponnat.

CHAMPAGNE PHILIPPONNAT *Ay, France*

It is with great pleasure that the Central Coast Wine Classic welcomes the extraordinary and venerable Champagne House, Philipponnat, which has been in business in the Champagne region of France since 1522, and their Export Manager Vianney Gravereaux, to our annual Dinner at Hearst Castle, where the Philipponnat Brut Royal Reserve will be poured for the reception, and to our annual Champagne Symposium, which will feature an array of Philipponnat Champagnes.

The vision and mission of Philipponnat are presented in the following comments, which we offer to those of you who may not be able to attend the Champagne Symposium.

The motto of the House of Philipponnat today is "*La Champagne au Coeur*" or "Champagne at Heart." This declaration of faith is two-fold. First it expresses the passionate will of the men and women of the House to give the best of themselves and to express the best of their land, and second, it describes an age-old geographical location, which is not without influence on the style of their wines.

Tradition is nothing if it is not alive. The House of Philipponnat is managed and directed, its vines are cultivated, its *Cuvées* are blended and elaborated, all by people from Champagne, born and bred, from A to Z. Its President, Charles Philipponnat, is heir to this long tradition. His father was a cellar master, his grandfather and great-grandfather were vine growers and wine merchants, like their ancestors before them...

T E R R O I R

The House of Philipponnat is also physically located in the heart of the Champagne region.

Ay and Mareuil are both the historical and geographical heart of the great Champagne vineyards. From the Gruguet lookout above the village of Mareuil, one can see:

To the north, the Montagne de Reims where Pinot Noir reigns. The region from Mareuil to Hautvillers, sometimes also called the Big Valley, makes up the most southern part, with predominately southern exposures. From Ay to Mareuil, the subsoil is always pure chalk.

To the south on hillsides made of the same chalk, exposed to the east one finds the Côte des Blancs with its famous Chardonnay *Crus*: Cramant, Avize, Le Mesnil, Oger and Vertus.

To the west, on the hillsides that surround the river, the Marne Valley, where Pinot Meunier predominates.

Within a 15-kilometre radius, there is nothing but Premier and Grand *Crus*. Naturally, it is here that Philipponnat makes its provisions, even more so as the House has stayed medium-sized.

Grapes come, first of all, from its own vineyards (17 hectares), all located in the Ay district, at Mareuil, Ay, Mutigny and Avenay. They are all excellent, but two of them are particularly exceptional and have a certain historical importance: "Le Léon" in Ay and "Clos des Goisses" in Mareuil. Both of them, and particularly Clos des Goisses, are characterized by steep slopes with full southern exposure, the guarantee of great maturity. In Clos des Goisses, the slope is as much as 45%, and the microclimate has very little wind, as it is protected by the Gruguet mountain ridge and even by the walls of the Clos, making this the hottest *terroir*. It produces the most intense wines in Champagne.

In total, two-thirds of the House's grapes come from Premier and Grand *Crus*—half in Pinot Noir, a third in Chardonnay, and the rest in Pinot Meunier. Few houses have the advantage of such quality in their standard blends.

Presenters & Symposium Hosts

S T Y L E

The style of the House's *cuvées* is the translation of this historical, exceptional selection of the finest Crus. Above all, it is due to the character—vinous and powerful without any loss of finesse—of the Grand Pinot Noirs from Ay and Mareuil.

The Philipponnat style is assertive, deliberate. Philipponnat Champagnes are Champagnes with intense flavour that can happily go from aperitif to table, where they are the marvellous accompaniment to fine gastronomy. The vintage *Cuvées*, notably Cuvée 1522, are at ease even with meat, and in the case of the older vintages, particularly Clos des Goisses, with game and cheese.

P R E P A R I N G T H E C U V É E

Faithful to their *terroir* in the heart of Champagne, Philipponnat Cuvées are blended wines, in the Champagne tradition. Each year, we elaborate between 40 and 50 distinct wines, each with a specific objective, before using them to compose our *Cuvées*. Only the marriage of different Crus makes it possible to construct a complex ensemble starting with wines that are naturally rather one-dimensional.

In the case of the powerful Pinot Noirs that we elaborate, it is a matter of moderating and balancing them. That is the role allotted to our Chardonnay, always in a lesser proportion, except in Blanc de Blancs.

In Clos des Goisses, a single, uninterrupted vineyard, blending is carried out as well using different parcels and between types of vines, because Chardonnay grows here on the least steep section.

In non-vintage *cuvées*, about 20% of Pinot Meunier from good Marne Valley Crus adds a honeyed roundness that lets the other types of grapes express themselves as early as the already respectable age of 3 years. The use of about 25% reserve wines from previous years also adds to the wine's maturity and complexity.

Only Pinot Noir and Chardonnay are used in vintage *Cuvées*, and in principle, reserve wines are not used. Aging for 5 years that we insist upon can be lengthened to up to 10 years or more, thus optimising the time spent on lees and "autolysis" of yeasts from the second fermentation.

G R E A T W I N E S B E F O R E B E I N G
C H A M P A G N E S , D E S T I N E D F O R
C O N N O I S S E U R S

At the risk of shocking, we pay very little attention to effervescence and to the joyful popping of corks. Of course, Philipponnat wines have a fine and perfect mousse, but all of today's Champagnes have that. For us, the mousse is more than simple bubbles. It is the opportunity to develop our wine's flavours and to give it a marvellous ability to age well. Our collection of old vintages going back to 1943, many of which are still available, is the proof.

Our wide range of seven *Cuvées* covers all occasions, from aperitif to dessert, with a variety of nuances that make possible an infinity of delicious gastronomic associations.

Presenters & Symposium Hosts

PEGGY NOE STEVENS MASTER TASTER, WOODFORD RESERVE

Versailles, Kentucky



The Central Coast Wine Classic welcomes Master Taster, Peggy Stevens for her second visit to our event.

Peggy Noe Stevens is an expert in all things bourbon from deciphering key flavor notes and nuances to pairing food with Woodford Reserve bourbon to entertaining Kentucky style. A culinary expert, she played a key role in developing the Woodford Reserve flavor wheel, a tool that analyzes the various flavor regions that compliment Woodford Reserve bourbon, and authored the *Woodford Reserve Culinary Cocktail Tour*, a cookbook featuring innovative bourbon recipes and cocktails from Kentucky's leading chefs.

Peggy brings a fresh, youthful understanding to Bourbon, the great American spirit, for several reasons: She is the first female bourbon taster in the industry. Actually, she is likely the only female taster.

As a bourbon taster, Stevens works as an ambassador for Woodford Reserve, conducting professional tastings for consumer groups, businesses, and trade organizations. Her expertise has taken her many

places throughout the United States and Europe.

A Kentucky native, Stevens has more than 18 years of culinary, hospitality, and tourism experience. She has coordinated events for Vin Expo, the Governor of Kentucky, Julia Child, the Prince of Spain, and Bobby Flay.

In addition to being a master bourbon taster, Stevens is also knowledgeable of all Brown-Forman brands and consults throughout the corporation on hospitality, food and beverage, retail, and tourism.

Peggy is active in several organizations, including the American Institute of Wine and Food (AIWF), the International Association of Culinary Professionals (IACP), Women Chefs and Restaurateurs (WCR), and she sits on the board of the Louisville Ballet.

We know that you will be most edified by your interactions with Peggy, who is certainly one of the brightest, energetic and most gracious people you will ever have the pleasure of meeting. Welcome back, Peggy! It is wonderful to have you with us again.

Presenters & Symposium Hosts

EDWARD T. WELBURN, JR.
GENERAL MOTORS VICE PRESIDENT
GLOBAL DESIGN
Detroit, Michigan

As a manifestation of the Central Coast Wine Classic's expanding relationship with General Motors Corporation, this year we are presenting a Symposium exploring "The Art of Automotive Design" and fusing it with a like theme for fine wine and the culinary arts. The distinguished individual who will present the automotive design component is GM Vice president of Global Design, Edward T. Welburn.

Ed Welburn was appointed GM Vice President, Global Design on March 1, 2005. He had been Vice President of Design, GM North America, since October 1, 2003, when he became only the sixth design leader in GM history.

As Vice President of Global Design, Welburn is responsible for the design development of all General Motors cars and trucks. He heads a team of over 1,400 men and women operating in 11 design centers in eight countries around the world.

Ed Welburn began his General Motors career in 1972 as an associate designer assigned to the Advanced Design Studios. In 1973, he joined the Buick Exterior Studio, and in 1975, he was assigned to the Oldsmobile Exterior Studio. There he led the development of a number of successful production vehicles and designed the Oldsmobile Aerotech speed-record vehicle, which set two world's records of more than 257 miles per hour in 1987. He was named chief designer of the Oldsmobile Studio in 1989. Projects there included the Oldsmobile Antares concept car and the Oldsmobile Intrigue, both of which received AutoWeek magazine awards at the North American International Auto Show in Detroit.

In 1996, Welburn began a two-year assignment at Saturn, which led to an overseas assignment in Germany where he worked on future global design programs. He was named director of GM's Advanced Design in Warren, Michigan, in 1998. His team was responsible for the development of new and innovative vehicles for all GM brands. Welburn's team also led the development of all GM concept vehicles, including the Chevy SSR and the Chevy Bel Air show car, along with a new generation of hydrogen fuel cell concepts - GM AUTOonomy and Hy-wire.

Welburn was appointed executive director of design, body-on-frame architectures, in January of 2002. In this position, he was responsible for the three truck studios at the GM Design Center in Warren. Projects included the HUMMER H3 and the latest generation of full-size trucks that reach the market starting in 2006.

A native of Philadelphia, Welburn was born on December 14, 1950. He received a bachelor's degree in 1972 from the College of Fine Arts at Howard University in Washington, D.C., where he studied sculpture and product design.

Today, Ed Welburn is General Motors key executive to Howard University and serves on the board of governors at the Cranbrook Institute of Science and on the board of directors of the LeMay Museum. He has received honors and special recognition from Rainbow PUSH, African Americans on Wheels Magazine, and Black Enterprise magazine. In 2004, he was named the Howard University Alumni of the Year.

It is a great honor and pleasure to welcome such a distinguished gentleman to our twenty-Second Annual Central Coast Wine Classic.



Hearst Castle Dinner Chefs

JAMES SLY
CHEF/MANAGING PARTNER
LUCKY'S
Montecito, California

Hearst Castle Dinner Coordinating Chef



No one is more important to the Wine Classic's culinary manifestation than James Sly, the Chef-Coordinator for the Dinner at Hearst Castle.

James is the Chef and Managing Partner in Lucky's, the Santa Barbara area's premiere steak house. His training is strictly classical, his attitude one hundred percent Californian. He began his formal training in Europe, at the Hotel Ritz in Paris, the Hotel de Paris in Monte Carlo, and continued working with Michel Guerard at Regine's in both Paris and New York. James also spent several years working in private homes, cooking for, among others, Her Imperial Highness, Princess Shams Pahlavi, the sister of the Shah of Iran, in both Beverly Hills and in Cuernavaca, Mexico.

James refined his craft at restaurants on Nantucket, in Washington, DC, and in Palm Springs before coming to Santa Barbara, where he spent four years as Chef for the El Encanto Hotel in Santa Barbara before pursuing catering and restaurant consulting,

and serving as a private chef in Montecito.

More now than ever, the value of simplicity in cooking plays an important part in James Sly's style. The menu at Lucky's clearly shows that this highly successful restaurant is not only a steak house, but that it also features a strong classical base, with frankness and, above all, integrity. The cuisine is marked by both the use of top-quality ingredients. Aged prime steaks and live Maine lobster top the list, and more importantly, there is an intense respect for the quality of those ingredients.

Wine is also a priority with James, and the list at Lucky's is superb, with fine wines from throughout California and around the world.

An entertaining teacher, James comfortably shares his wealth of knowledge and experience with students and his employees, and concentrates on the basics that make such a big difference in quality food.

James has a Bachelor's Degree in Linguistics from California State University at Fullerton, is fiftyish years old, and currently resides in Carpinteria, California.

We are so very fortunate that James Sly is a part of the Wine Classic family and that he is so exceedingly well organized and so dedicated to quality in both creation and execution. The Dinner at Hearst Castle is a visible manifestation of his expertise. What would we do without you, James?

FROM RELAIS & CHÂTEAUX/RELAIS GOURMANDS *New York, New York*

CHRISTOPHE BELLANCA
EXECUTIVE CHEF
L'ORANGERIE

GERARD & VIRGINIE FERRY, FOUNDERS & PROPRIETORS
Los Angeles, California



Founded in February of 1978 by Gerard and Virginie Ferry and long considered one of Los Angeles' most elegant and romantic dining destinations, L'Orangerie also counts among the city's longest running success stories in fine dining. For more than 28 years visitors from around the world have come here to enjoy fine French cuisine, an extensive selection of exceptional wines and sophisticated service in the restaurant's stunning Old World environment.

L'Orangerie's recent Awards include: Mobil - 4 Diamonds; AAA - 4 Stars; *Wine Spectator* - Best of Award of Excellence; DiRoNa - Award of Excellence.

Cuisine L'Orangerie's contemporary French menu features the masterfully prepared cuisine of Executive Chef Christophe Bellanca. The 33-year old chef presents seasonal dishes that boast a wide variety of fresh delicacies ranging from luscious lobster to delicate hamachi, succulent foie gras to exquisite caviar, and imported fresh fish selections to the finest cuts of meats and poultry.

Classically trained but always aiming to bring modern sensibilities and even a playful sense of humor to his menus, Christophe creatively updates traditional French cuisine by adding his own inventive twist. In

Hearst Castle Dinner Chefs

his kitchen, time-honored ingredients like foie gras may make an appearance in the form of a luscious Foie Gras Crème Brûlée or, spiked with fruits and nuts, as a savory Foie Gras Nougat. And a refreshing intermezzo of miniature beer granites made from the California staple, Corona with a dash of lime, is his winking nod to his new home. Despite all the fun, Christophe Bellanca's cooking remains focused, genuine and very much to the point.

Bellanca's mastery of modern technique assures that all his creations are flavorful, yet healthy and light, as he continues the tradition of using L'Orangerie's award-winning olive oil instead of heavy cream and butter to create flavorful reductions and light emulsions to accompany his food.

One thing is for certain: Christophe Bellanca takes cooking personally. When the chef moves around L'Orangerie's kitchen, his concentration is as apparent as the firm command he has of the stoves and his team. The precision he brings to his cuisine is evident, his appreciation for simplicity obvious. But the seriousness doesn't come at the expense of some good old kitchen fun: everything is delivered with a wide, youthful smile that offers a hint of the tongue-in-cheek humor, playfulness, and creativity that characterize the person as much as the food.

"You can definitely say that there is a bit of myself on every plate that comes out of the kitchen," muses the outgoing, charismatic Frenchman who prefers to let his dishes do the talking as he fights the classic foreigner's struggle with the pitfalls of the English language.

The history of Christophe Bellanca's evolution as a chef includes associations with some of France's greatest chefs. After two years, interrupted by mandatory army service, he felt he had mastered the basics and decided on the seaside resort town of Saint Tropez and its restaurant Les Arcades as his next culinary destination. At Les Arcades he encountered true Mediterranean-style cuisine and absorbed all the knowledge about regional herbs, spices, and produce this seasonal post could provide him with. More importantly yet, his boss introduced him to Georges Blanc, one of France's great chefs; an introduction with consequences. Recognizing the young man's potential, Chef Blanc offered Christophe a position at his namesake restaurant in the famous wine region of Burgundy. In 1994, after working in the intense environment for more than a year, Christophe seized the opportunity to work with another famous kitchen master, Patrick Henrroux, at his 2-starred restaurant La Pyramide in the Provencal city of Vienne.

With this valuable knowledge under his belt, Christophe Bellanca looked to the next challenge and decided to take his culinary studies beyond the borders of his home country. Just 25-years-old at that point, he settled into a new post as pastry chef at Domaine de Chateauxviex in Geneva, Switzerland, and in the shadow of the Swiss Alps sharpened his skills creating patisseries and studying the delicate balance of flavors that make a good dessert.

The next step to broaden his skills took chef Bellanca back to the French Rhone Valley and to Auberge et Clos Des Cimes. Chef Bellanca quickly realized the extraordinary abilities of renowned executive chef Regis Marcon who passed infinite amounts of knowledge about technique and cuisine's perpetual evolution on to his eager young student. Running through the various stations and working his way up to poisson chef de partie and viandes chef de partie, Christophe flourished at the 2-star Michelin restaurant that prepared him for his next position as chef de cuisine at another 2-star restaurant, Pic in Valence.

Christophe spent five years distilling his own style from all the experiences he had collected along the way. Finally, he felt ready to tackle another new task and a new part of the world, and chef Bellanca set his sights on the United States.

Not one to stand back and wait for opportunity to find him, Christophe approached L'Orangerie's owner, Gerard Ferry. A letter outlining his experience made Mr. Ferry curious enough to journey back to France for a tasting of Bellanca's food. Gerard, who has developed a reputation for introducing fresh talents from France to America's culinary stage, knew immediately he had met a great talent – and his new executive chef. In turn, when asked why he chose to approach L'Orangerie, Christophe responds, "I think that cooking in other countries is key to understanding different modern styles. I wanted to work at L'Orangerie because the restaurant has long been a synonym for excellence to me."

Cooking School L'Orangerie now offers monthly cooking classes for six to 12 students. The demonstration courses cover seasonal topics and the fee of \$150 includes the lesson as well as lunch. The restaurant also offers hands-on cooking classes for one-, two- and five-day working visits to the L'Orangerie kitchen. Fees for these classes range from \$300 for a daylong session that can be booked directly through the restaurant, to \$1,100 and \$2,600 for longer and more challenging internships through Relais & Châteaux's "LEcole des Chefs" program. For information about the program contact Relais & Châteaux at 877-334-6464 or visit www.ecoledeschefs.com.

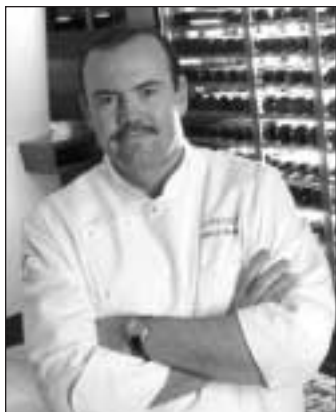
L'Orangerie is located at 903 North La Cienega, Los Angeles, CA 90069 (between Santa Monica Boulevard and Melrose Avenue)

Telephone 310-652-9770; Fax 310-652-8870; Website www.LOrangerie.com

Hearst Castle Dinner Chefs

CHARLIE PALMER AUREOLE, ET AL

New York, New York, Las Vegas, Nevada & Sonoma, California



It is especially gratifying for us to welcome a gentleman who has become synonymous with consistently fine cuisine, whatever the theme of his restaurants might be. One of the most highly regarded chefs in America today, Charlie Palmer has received critical acclaim for his signature "Progressive American" cuisine, a style which reinterprets classic European cooking using American artisanal products and small farm producers.

Beginning in 1988 with the opening of Aureole in New York, Charlie has combined his creative cooking spirit with his flair for business to establish an impressive roster of restaurants across the country including Charlie Palmer's Métrazur, which overlooks the main concourse at Grand Central Terminal in New York City; Aureole at Mandalay Bay Resort and Casino and Charlie Palmer Steak at The Four Seasons Hotel in Las Vegas; and Dry Creek Kitchen, located in the Palmer-owned boutique Hotel Healdsburg in Sonoma, California.

In September 2002 Charlie opened Kitchen 22, an intimate neighborhood restaurant in the Flatiron section of New York City. In addition, he owns and operates midtown Manhattan's Astra, a café by day and impressive catering location at night and weekends. In May of 2003, he ventured into new territory once again, this time heading south, opening Charlie Palmer Steak along Capitol Hill in Washington, D.C. In June of 2003, Charlie formally began presiding over the menu creations and catering of The Stirling Club at Turnberry Place, an exclusive residential community just off the Strip in Las Vegas.

Born and raised in upstate New York and classically trained at the Culinary Institute of America, Charlie Palmer first burst onto the New York dining scene in the mid-1980's when he was named executive chef at The River Café. He soon earned a prestigious three stars from *The New York Times*. It was also at The River Café that Palmer hired, trained and inspired a legion of young cooks who have gone on to be some of America's leading chefs, including Gerry Hayden, Diane Forley of Verbena, and Michael Mina of Aqua in San Francisco.

At the young age of 28, Charlie opened Aureole restaurant as chef and proprietor. It was at Aureole that his signature style began to emerge. *Food & Wine* magazine has said of Charlie, "Palmer is widely regarded by food lovers as a pioneer who realized decades ago that there was a strong demand for great food in America, not necessarily French." Commenting on his culinary philosophy, Charlie says, "I realized that American cuisine was just in its infancy and I spent a lot of time thinking about what the idea of American cooking really meant to me as a chef."

Charlie was highly influenced by his childhood on a farm and his time spent at Georges Blanc in France, where he says, "One artisanal producer would bring all of his perfectly made goat cheese to the doorstep of our kitchen - that had a strong impact on me." He began to research his own small American producers and support them in an effort to use the best raw products available at Aureole, which he credits with inspiring his creativity and helping to define his style.

Today, Charlie's creativity is sparked by working with his selective team of chefs at all of his locations. "My juices really get flowing when I talk to one of our chefs about new products or a trip one of us took - we play at coming up with pages and pages of new dishes. And right now, I cook more than ever - there's nothing like jumping behind the line and cooking with the new guy on the fish station for three hours, establishing a good rapport and having him learn to cook to the standards of my palate."

Charlie Palmer is the author of three cookbooks, [Great American Food](#), published by Random House in 1996, [Charlie Palmer's Casual Cooking](#), published by Harper Collins in 2001, and [The Art of Aureole](#), published in 2003 by Ten Speed Press. Charlie is also a frequent guest on NBC's *Today Show* and, in a partnership with Seabourne Cruise Lines, has designed over 200 recipes that are featured aboard their elegant ships. Charlie resides in Healdsburg with his wife, Lisa, and their four boys.

Welcome to the Central Coast, Charlie. We are deeply grateful to you for your participation in presenting our most special dinner.

Hearst Castle Dinner Chefs

MICHEL RICHARD

CITRONELLE

Washington, DC

The return of Michel Richard to the Central Coast Wine Classic is truly special. Michel was the first chef to present a dinner for the Wine Classic at Hearst Castle, for thirty people! This year, it will be for three hundred. Fortunately, he will have the assistance of Charlie, Christophe, James and a team of back-up chefs. The last time, he did it all himself.

Michel is best friends with Wine Classic Founding Director, Larry Shupnick, for whom he has prepared countless meals, as Larry has been living in Georgetown for some years, virtually adjacent to Citronelle.

Some of you may recall that Michel was the point chef for the famous "Merci Julia!" event that took place some years ago to honor America's most famous culinary personality. Now Michel is famous, as the following comments will attest.

"A great chef, who is cooking at a level that far exceeds any Michelin three-star chef in France," states Robert Parker of the Wine Advocate (May 2003). "One of the finest displays of modern art," says Tom Sietsema of the Washington Post (October 2003). "What you see isn't what you get at Michel Richard Citronelle. The chef has become legend for his playfulness," writes Phyllis Richman in Food Arts (September 2003).

Michel Richard was a pioneer in creating the revolutionary French/California cuisine, and in 1998 moved from the West Coast to Washington, DC, where Michel Richard Citronelle became his flagship restaurant.

A member since 2003 of the prestigious Relais & Châteaux organization of hotel and restaurants, Citronelle is also repeatedly the recipient of such high honors as Exxon Mobile Four Star and AAA Four Diamond Awards, among others. Michel regularly lends his creativity to prestigious culinary publications such as *Food & Wine*, *Food Arts*, *Saveur*, *Bon Appetit*, *Wine Spectator*, and the *Wine Advocate*, and is often featured in major regional publications such as the *Washingtonian*, *New York Times*, *Washington Post* and *Los Angeles Times*. In October 2004, *Gourmet* put Michel's photo on the front cover, an unprecedented honor. However, the honors do not end there. Others include:

James Beard Foundation
Nominated-Best Chef of the Year,
5 times including 2006

Winner- Best Chef California & Hawaii, 1992

Who's Who Award, 1990

Relais & Châteaux/Relais Gourmand, since 2003

Traditions & Qualité- Les Grandes Tables du
Monde, since 2002

Mâitres Cuisiniers de France

Restaurant Association
of Metropolitan Washington
Best Chef of the Year & Best
Fine Dining Restaurant, 2002

Exxon Mobil Four Star, since 2002

AAA Four Diamond Award, since 2001

Distinguished Restaurants of North America
DiRoNA Award, 2001, 2002, 2003, 2004, 2005

The American Academy of Hospitality Sciences
Five Star Diamond Award, 2001

Zagat Award of Distinction

Washingtonian Magazine
Blue Ribbon Winner - 3 stars 2001,
4 stars since 2002

Food Arts Silver Spoon, March 2006

Nation's Restaurant News
Fine Dining Hall of Fame, 2004

Wine Spectator
Award of Excellence, 2000, 2001

Restaurants & Institutions
1991 Ivy Award

Restaurant Association of Los Angeles

Best Restaurant & Best Chef

French Government
Médaille Agricole
Mérite National



Michel has been featured on many television and radio shows nationally, and internationally. Recently, these appearances include NPR's *Morning Edition*, French TVTF1, PBS' *Colameco's Food Show*, and a Canadian TV series *Relais Gourmands*. Michel is the author of Michel Richard's Home Cooking with a French Accent, published by William Morrow in 1993. Constantly creating something new, Michel is currently working on finishing his second book, and is in the process of opening two new restaurants.

This great chef is truly dynamic and gregarious, and it is a great pleasure to welcome him to the 2006 Central Coast Wine Classic, for what we know will be a glorious evening at Hearst Castle. Thank you so very much, Michel.

Michel Richard Citronelle, 3000 M Street NW, Washington, DC, (202) 625-2150; www.citronelledc.com

Auction Luncheon Chef

RICK MANSON **CHEF RICK'S ULTIMATELY FINE FOOD**

Santa Maria, California



We welcome back to the Central Coast Wine Classic Auction Luncheon, Chef Rick Manson, one of our strongest and most faithful and generous supporters. Rick is a Southern transplant who has found not only his home in California, but his new family as well. Our Wine Classic family has for many years been the beneficiary of his thoughtful largesse. Rick has always risen to the occasion to assist us, no matter what the situation or circumstances, and we are most grateful to him.

Rick's up-tempo American cooking is a blend of Southern Louisiana, the Southwest, Southern California and South Pacific influences, seasoned with a hint of jazz, a splash of color and a touch of irreverence. He developed his multi-ethnic approach to cooking at the century-old King and Prince Hotel on historic St. Simons Island, Georgia. During the ten years that Rick was Executive Chef, the King and Prince Hotel's restaurant was consistently voted one of Georgia's top ten restaurants by Georgia Trend Magazine and Brown's Guide to Georgia, and was awarded Four Diamonds by the AAA Tourbook and Four Stars by the Mobil Travel Guide.

We are most fortunate that he managed to wend his way to the Central Coast. His colorful and vibrant restaurant, Chef Rick's Ultimately Fine Food, which he opened in 1989, is a perfect stop between Santa Barbara and San Luis Obispo, both as a gourmet break from the highway, and as a serious culinary destination in its own right. The ubiquitous sounds of blues music, Rick's favorite, seem to fit perfectly with the ambiance and cuisine.

Chef Rick may be seen every Wednesday on "Thirty minute Meals with Chef Rick," on KCOY-TV Santa Maria, or at the restaurant, where he will embrace you with the warmth of his substantial smile, and where he practices the motto of his self-produced house wine's label: "Everthing I do gohn be funky (from now on)!"
www.chefricks.com; (805) 937-9512

The Auctioneers

URSULA HERMACINSKI ZACHY'S

Steamboat Springs, Colorado & New York, New York

We welcome once again our long-time friend Ursula Hermacinski, who always generates great excitement when she joins our auction team. Considered by virtually everyone to be among the top two or three charity auctioneers in America, Ursula Hermacinski was dubbed "goddess of the gavel" by *Food & Wine* magazine when she captured its prestigious Golden Grape Award for "perfecting the art of auctioneering."

Ursula has been standing at a podium from the very start of her career at Christie's in New York in 1984. Upon discovering that the wine department was more fun than the European Furniture department, Ursula began her involvement with the grape.

In 1992 Ursula became the first woman to take the rostrum at the world famous Napa Valley Wine Auction and continues to appear there on an annual basis. In 1994, she established Christie's New York wine department along with auction partner, Zachys. Ursula left Christie's at the end of 1998 and jumped into the high adventures of the dot .com arena.

Her pioneering interest in online wine auctions prompted *Wine Spectator* to profile Ursula in its recent article "The Changing Face of Auctions." Ursula has presided over most of the country's top benefit wine auctions and has spoken at as many various wine conferences and symposiums.

Ursula now acts as Senior Advisor and Auctioneer for Zachys Wine Auctions, Inc. The company, founded in 2002, is considered the leading wine auction department of any retailer-based business.

For the time being, Ursula lives and plays in Steamboat Springs, Colorado, skiing and hiking to offset the pleasurable but inevitable effects of the life of a wine auctioneer.

Thank you, Ursula! We are most appreciative of your expertise, good energy and continuing friendship and support.



DAVID REYNOLDS BLAZING PADDLES

San Francisco, California

David Reynolds must assuredly be one of the most enthusiastic auctioneers on the planet! To see him leaning forward in eager anticipation, with perspiration collecting on his brow, nay dripping from his nose, is to witness a man who is dedicated to his profession.

David is regarded by many to be America's premier charity auctioneer, admired for his skills which are on display at dozens of charity events nationally each year. It is not unusual for David to auction two events in one day, or a handful over a weekend, and he seems constantly on the move toward the next, and the next and the next... He has applied his skills at Sun Valley, Sonoma Valley, the Philharmonia Baroque in San Francisco, the Dallas Opera and the Make-A-Wish Auction at Sonoma-Cutrer to name but a few.

David's involvement as a fund raiser began in 1984, when a friend asked him to conduct an auction because he "... thought that anyone with a British accent would be a step up." Since then, he has tasted wine, studied wine and sold wine, even appearing as the "Wine Guy" on a radio show in San Francisco, which is now his home. David thinks of auctioning as theatre, and his preparations include the study of voice, movement, clowning and miming. In fact, he regularly practices with an improvisational comedy group. In a *Wine Spectator* profile, he described his work thusly: "When the audience clicks in, pays attention and is laughing with you and anticipating what will happen next, that's what you're going for. It's a great feeling!"

Although David Reynolds has studied at the Missouri Auction School and has spent twelve years as an auctioneer, he has never worked a commercial auction, preferring to do what he loves, raising money for charity auctions.

We are extremely grateful to David for bringing his big heart and his big energy to our proceedings.



Spotters for our team of auctioneers are arranged by our long-time friend, Jim Glines, himself an accomplished auctioneer. We are indebted to our exceptional spotters for their enthusiasm, expertise and assistance.

2006 CENTRAL COAST WINE CLASSIC

Schedule of Activities

THURSDAY, JULY 13

2 PM to 5 PM

Barrel Tasting, at the Cliffs Resort at Shell Beach \$40.00

Our annual Barrel Tasting of the unreleased wines of over fifty West Coast wineries, accompanied by food from the Cliffs Resort at Shell Beach, The Gardens of Avila & the Inn at Morro Bay. Come enjoy a preview of outstanding wines that are waiting in the wings to be introduced to the world. Fair Market Value \$30.00

5 PM

Dinner at Hearst Castle (Black-Tie) in San Simeon

Presented by Chefs of the Relais & Châteaux Relais Gourmands organization, Charley Palmer of Aureole in New York City, Michel Richard of Citronelle in Washington, DC, and Christophe Bellanca of L'Orangerie in Los Angeles. Round-trip, luxury coach transportation from and to the Cliffs at Shell Beach is included. - \$1,000.00 Per Person Patron Sponsorship Required

The always exceedingly popular, magical Dinner at Hearst Castle is one of the most sought-after tickets in America. Guests are on a terrace that views La Casa Grande, the Greco-Roman swimming pool and the Santa Lucia Mountain Range. This year, Chefs of Relais & Châteaux Relais Gourmands will present the dinner for two hundred Wine Classic dignitaries, honorees, sponsors and patrons. The Dinner at Hearst Castle is available to patron and corporate sponsors through the Wine Classic "Enchanted Circle." Please contact Archie McLaren at (805) 544-1285 for sponsorship criteria and further information. Fair Market Value \$500.00

FRIDAY, JULY 14

8:30 AM to 1:30 PM

Second Annual Central Coast Cycling Classic with Carissa Chappellet, from the Cliffs Resort at Shell Beach \$75.00

Departing from the Cliffs Resort at Shell Beach, this wine country bicycling tour will be hosted by vintner/adventurer Carissa Chappellet. Carissa will lead you into the Avila Valley wine country for tours and tastings and a picnic luncheon. Visits will be made to Alapay Cellars, Kelsey See Canyon & Salisbury Vineyards. The valley, including the charming fishing village of Avila Beach, is exquisitely beautiful, and the 20-mile ride is moderate. Transportation will be provided to the Cliffs Resort from the last winery visited. Fair Market Value \$50.00

9:30 AM to 10:45 AM

Pinot Noirs of the Edna and Arroyo Grande valleys and Paso Robles, at the Cliffs Resort at Shell Beach \$75.00

Our annual Pinot Noir Symposium, this year hosted by Master Sommelier Jay James from Southern Wine & Spirits in Las Vegas, features several terroirs that are receiving justifiably exalted reviews for the quality of their Pinot Noir. See for yourself how the transverse valleys of Arroyo Grande, San Luis Obispo & Templeton/Paso Robles create the conditions that make their microclimates so amenable to the production of stellar Pinot Noir. Participants include Baileyana, Domaine Alfred, Laetitia, Perbacco, Talley, Tolosa, Wedell & Wolff from the Edna & Arroyo Grande valleys, and Adelaida, Calcareous, Jack Creek, Opolo, Wild Horse, Windward & York Mountain from Templeton & Paso Robles. Fair Market Value \$50.00

9:30 AM to 10:45 AM

The Art of Automotive Design, featuring Ed Welburn of General Motors Corporation, the Art of Crafting Fine Wine with Cyril Chappellet of Chappellet Winery, & the Expression of the Culinary Arts with Chef Wendy Brodie, at the Cliffs Resort at Shell Beach \$50.00

Anyone who has followed the visual evolution of GM automobiles, Cadillac and Corvette for example, is aware of the symbiosis of engineering and art that these kinetic art forms manifest. A top designer from GM will describe that evolution, as well as current and future design concepts. Chappellet ambassador, Cyril Chappellet, will present Chappellet Winery's hand-crafted Pritchard Hill Estate designate Bordeaux varietal wines and explore the art of the vintner. Chef Wendy Brodie is renowned for the literal culinary art that she creates during her popular television show, and she will explain the relationship between art and food. Fair Market Value \$40.00

2006 CENTRAL COAST WINE CLASSIC

Schedule of Activities

11 AM to 1:30 PM

Cooking Demonstration & Luncheon with Narsai David & Chef Wendy Brodie, at the Cliffs Resort at Shell Beach \$125.00

San Francisco Bay Area Culinary Icon, Narsai David, who is the Wine Classic's Culinary Director, is one of the most erudite and gregarious people in the world in his knowledge of an array of comestibles and how to employ them both in traditional and inventive ways. Monterey Peninsula chef/artist Wendy Brodie is known for her creative style with food, presentation and table decor. In fact, she is often described as an artist whose medium is food. Following the cooking demonstration, the courses that Narsai and Wendy demonstrate will be served at a luncheon featuring wines from throughout California, including those produced under Narsai's own label.

Wendy Brodie, who has written food columns, lectured and demonstrated cooking and tabletop designs at such venues as Filoli Center, Macys, Bloomingdale's and Neiman Marcus, hosts her own weekly television show, "Art of Food," broadcast every day on Comcast Cable, Channels 2 and 34. She has cooked for and with numerous celebrity chefs including Julia Child, Jacques Pepin, Roy Yamaguchi, Paul Prudhomme and Martha Stewart. Fair Market value \$85.00

2 PM to 3:15 PM

Fine Wines produced from Grapes that Are Grown Using Organic, Natural &/or Biodynamic Farming Techniques, at the Cliffs Resort at Shell Beach \$75.00

Some of the world's greatest wines are produced from grapes that are grown by viticulturists who are great stewards of the land. We will enjoy manifestations from both Europe and California. You will be most impressed by the quality of the products from these well-meaning, aware and erudite vintners & growers. Participants include Alma Rosa, Au Bon Climat, Bonterra, Chappellet, Chateau de Beaucastel, Halter Ranch, Morgan, Sunstone, Tablas Creek, & Turley. Fair Market Value \$50.00

2 PM to 3:15 PM

Labrot & Graham Woodford Reserve Bourbon Whiskey Symposium, From the Kitchen to the Bar: A Journey with Bourbon, with Master Taster, Peggy Stevens, at the Cliffs at Shell Beach \$35.00

Labrot & Graham, founded in 1812 in Woodford County, Kentucky, the heart of Kentucky's bluegrass and horse country, is the oldest working Bourbon distillery in Kentucky. In May of 2000, it was designated a National Historic Landmark. In 2005, the distillery, now owned and operated by the

Brown-Forman company, changed its name to The Woodford Reserve Distillery, the nomenclature of its most special product, the extraordinary Woodford Reserve Bourbon, which is the focal point of Master Taster Peggy Stevens' presentation.

A most erudite and engaging speaker, as well as a person with an exalted palate, Peggy will explore the unique marriage between bourbon and food. Peggy will first teach you how to host a formal bourbon tasting using award-winning Woodford Reserve and then lead you on a culinary adventure as she explores the five flavor regions that complement Woodford Reserve bourbon, discusses the intricate bourbon flavor wheel and demonstrates how bourbon can spice up your favorite dish. From the kitchen to the bar, Peggy will also show you how to apply culinary knowledge to cocktails using examples from her recently released book, *The Woodford Reserve Culinary Cocktail Tour: A Journey with Bourbon*. Appropriate culinary comestibles, including peaches, parmesan cheese, bittersweet chocolate, grilled chicken & balsamic vinegar will be presented. Fair Market Value \$25.00

7 PM

Winery Dinners \$85.00

San Luis Obispo County and Northern Santa Barbara County restaurants and wineries are the locations of special gourmet dinners with many of the Central Coast's top winemakers, presented by superior chefs who have collaborated with the vintners to assure optimum compatibility between fine cuisine and fine wine. These dinners are a terrific way to meet a winemaker and a first rate Central Coast chef and enjoy their symbiotic wine and cuisine matches. Dinners will be hosted by Baileyana Winery, Edna Valley Vineyard, Laetitia Vineyard & Winery, Perbacco Cellars, Salisbury Vineyards, Eberle Winery, Justin Vineyards & Winery, Martin & Weyrich Winery & Robert Hall Winery. Round-trip, luxury coach transportation from and to the Cliffs at Shell Beach is included. Fair Market Value \$75.00

Wedell Le Montrachet Winery Dinner

There will also be a Special Burgundian Theme Dinner at the home of Maurice & Susie Wedell, owners of Wedell Cellars, featuring rare White Burgundies, including seven bottlings of Joseph Drouhin Marquis de Laguiche Le Montrachet (1999 through 2004, as well as an older vintage!), from the Wedell's superb cellar. The evening will begin with 1995 Bollinger RD Champagne. The price of this extraordinary dinner is \$1,000 per person, and net proceeds will be directed through the Central Coast Wine Classic Foundation to benefit Hospice Partners of the Central Coast. Transportation details will be forthcoming. Fair Market Value \$750.00

2006 CENTRAL COAST WINE CLASSIC Schedule of Activities

SATURDAY, JULY 15

**Rare & Fine Wine &
Lifestyle Auction
and Related Activities**

*Silent Auctions & Luncheon are included in
the Auction ticket price

10 AM to Noon

**Early Bird Silent Auction &
Live Auction Preview
at Tolosa Winery/
Courtside Cellars in the
Edna Valley.**

The Early Bird Silent Auction, which will close at noon, will precede the Super Silent Auction, which is more comprehensive (Both Silent Auctions are included in the Auction & Luncheon ticket price).

10:30 AM to 11:30 AM

**Central Coast Wine Classic
Wine Society Induction
at Tolosa Winery/Courtside Cellars
in the Edna Valley (By invitation)**

Our fourth incarnation of the Central Coast Wine Society induction ceremony will honor our long-time patrons, both bidders and donors, as well as vintners, who have made the Central Coast Wine Classic a success and sustained it over the years. The ceremony will be both whimsical and serious, as verbiage and mementos are conferred.

Noon to 1:30 PM

**Auction Luncheon, Presented by
Chef Rick Manson, Chef Rick's
Ultimately Fine Food, Santa Maria;**

Noon to 5 PM

**Rare & Fine Wine &
Lifestyle Auction
at Tolosa Winery/Courtside Cellars
in the Edna Valley \$125.00**

With proceeds in excess of \$700,000, the Wine Classic's Live and concomitant Super Silent Auctions are among the most successful in America. An amazing array of rare and fine wine is offered, along with comprehensive and opulent packages to various destinations throughout the United States and around the world. With Celebrity Charity Auctioneers David Reynolds and Ursula Hermacinski wielding the gavel, this exhilarating auction is not to be missed! Fair Market Value \$100.00

SUNDAY, JULY 16

10 AM to 11:15 AM

**The World of Fine Coffee,
presented by Tom Fichera,
Food & Beverage Director
at Ventana Inn in Big Sur,
California, at the Cliffs
at Shell Beach \$35.00**

The world of fine coffee is amazingly diverse, and extraordinarily edifying, and Tom Fichera has studied and presented that diversity for many years. A coffee aficionado of the highest order, Tom will explore with you the differences of special coffees from around the world. Fair Market Value \$25.00

10 AM to 11:15 AM

**Champagne Philipponnat
Symposium, at the Cliffs Resort
at Shell Beach \$65.00**

Our Annual Champagne Symposium is the perfect way to begin the final day of our various Wine Classic Activities and Festivities. The extraordinary and venerable Champagne House, Philipponnat, with vineyards in Champagne since the 17th Century, is featured. Fair Market Value \$50.00

10 AM to 11:15 AM

**Rhone Blends of San Luis Obispo
& Santa Barbara Counties, at the
Cliffs Resort at Shell Beach \$75.00**

The Central Coast of California produces absolutely world-class Rhone varietal wines, including Syrah, Grenache, Mourvedre, Cinsault, Counoise, Roussanne, Marsanne & Viognier, among others. This exciting symposium, this year hosted by Master Sommelier Jay James, will focus on Rhone Blends, combinations of cuvées that create special wines. Participants include LAventure, Robert Hall, Saxum, Tablas Creek, Beckmen, Carina, Foxen, Margerum, Qupé, Stolpman & Zaca Mesa, among others. Fair Market Value \$50.00

1 PM to 4 PM

**Reserve Wine Tasting,
at the Cliffs Resort
at Shell Beach \$50.00**

Featuring the top of the line red and white wines from 75 wineries, eclectic food stations from the Cliffs Resort at Shell Beach, the Gardens of Avila and the Inn at Morro Bay to match, and music that embodies the spirit of the 2006 Central Coast Wine Classic, this second annual Central Coast Wine Classic Reserve Wine Tasting is designed to present the very finest wines to a discerning audience. Each winery will pour two wines that they consider to be their top-of-the-line renderings. Fair Market Value \$40.00

Directions

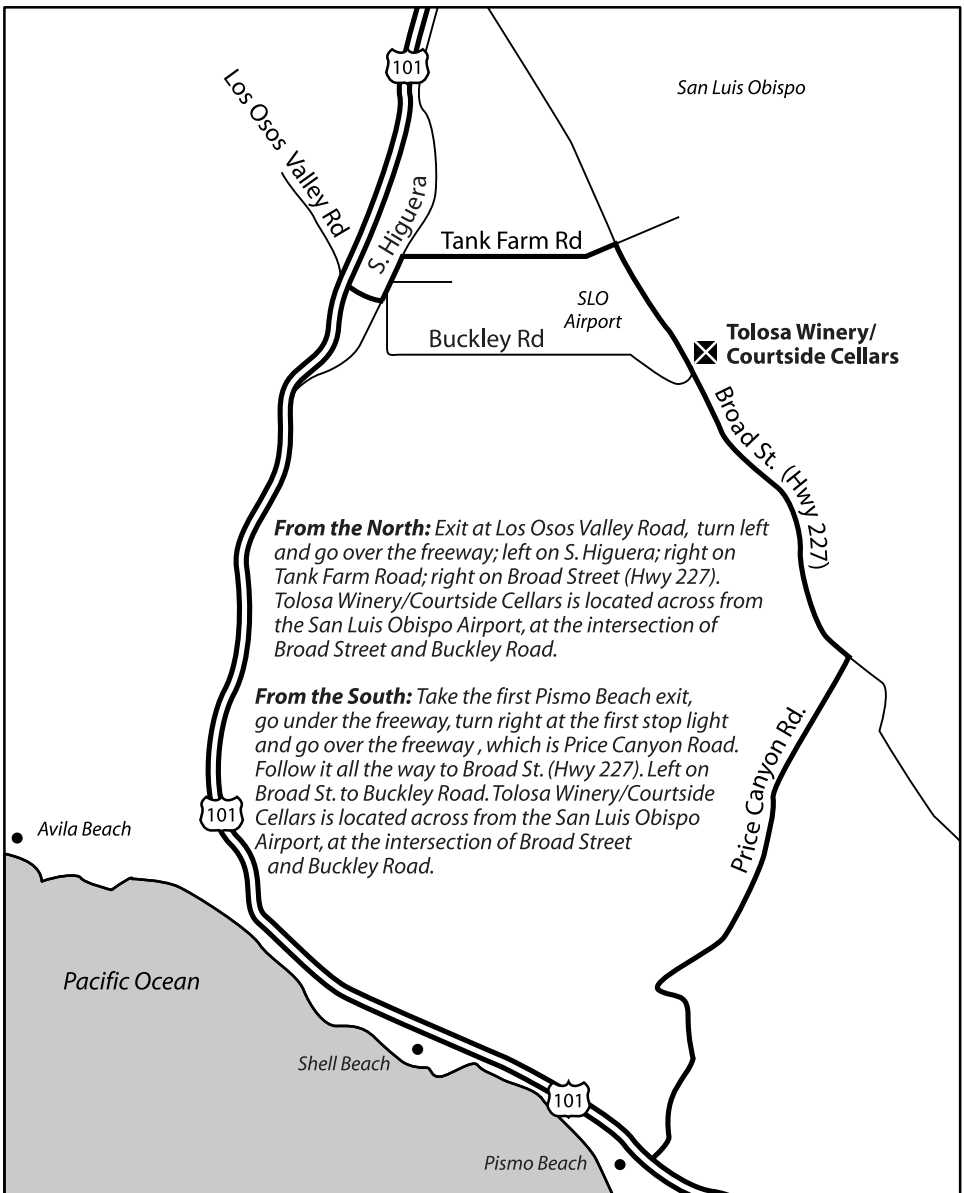
The Cliffs Resort at Shell Beach is the official hotel of the Central Coast Wine Classic. It is located at 2757 Shell Beach Road, just 10 miles south of San Luis Obispo on U.S. Highway 101. It is three hours north of Los Angeles, four hours south of San Francisco, and a two and a half hour drive from the San Joaquin Valley cities of Fresno and Bakersfield.

To The Cliffs Resort at Shell Beach:


From the south, take the Spyglass exit at Shell Beach and turn left and proceed under the freeway. Turn right onto the ocean side frontage road. You will see the Cliff's American Flag on your left.


From the north, take the Spyglass exit at Shell Beach and turn right onto the ocean side frontage road. You will see the Cliff's American Flag on your left.


San Luis Obispo is served by American Airlines through American Eagle, as well as by Amtrak.




Container Sizes

 **Half Bottle:** 375 milliliters


 **Standard Bottle:** (standard size) 750 milliliters

 **Magnum:** 1.5 liters or the equivalent of two standard bottles.

 **Double Magnum:** 3 liters, or the equivalent of four standard bottles

 **Jeroboam:** 4.5 liters, or the equivalent of six standard bottles (Note: in the case of sparkling wine, a jeroboam will contain 3 liters, or the equivalent of four standard bottles.)

 **Rehoboam:** Same as Jeroboam, but a different bottle shape.


 **Imperial:** 6 liters, or the equivalent of eight standard bottles.


 **Methuselah:** Same as Imperial, but a different bottle shape.

 **Salmanazar:** 9 liters, or the equivalent of twelve standard bottles.

 **Nebuchadnezzar:** 12 to 16 liters (varies,) or the equivalent of fourteen to twenty standard bottles.

 **Melchior:** 18 liters, or the equivalent of twenty-four standard bottles.

 **Case:** 12 standard bottles (bottles must be from a single winery, but may be mixed in vintage year and varietals)

 **Magnum Case:** 6 magnums (nine liters) or the equivalent of twelve standard bottles.

 **Barrel:**

180 liters, or the equivalent of 240 standard bottles (20 cases.)

Conditions of Purchase

1. Central Coast Wine Classic (herein "seller") reserves the right to refuse admission to or attendance at any of the Wine Classic events.
2. The auctioneer is the agent for the seller.
3. This catalog, as amended by addendum or oral announcements during the sale, constitutes the entire statement of seller with respect to the sale and purchase of wines listed herein.
4. Seller, auctioneers and auction houses do not warrant or represent, expressly deny responsibility for, and in no event shall be responsible or liable for, the accuracy of description of the wines offered, or the correctness of the catalog, including, but not limited to, the origin, rarity, age, genuineness, attribution, authenticity, provenance, importance, size, quality, quantity, or physical condition of the wines described. All statements by seller and auctioneers are merely statements of opinion and are not to be relied upon by prospective purchasers as warranties or representations of fact, and prospective bidders, by so bidding, acknowledge that they have inspected the wines to their satisfaction and bid only as a result of their own inspection and opinion. All wine is sold "as is."
5. All bids are per lot as set forth in the catalog unless otherwise announced by the auctioneer. Seller may divide or combine any lot or lots at its sole direction.
6. Seller may, at any time prior to the fall of the hammer, withdraw the lot from sale.
7. A reserve price has been established on all lots. Seller expressly reserves the right to bid on its own behalf up to and including the reserve price.
8. Seller and auctioneers shall have the sole right to reject any bid, at any time prior to the fall of the hammer, and to reject any advance not deemed sufficient.
9. Should a dispute arise between bidders, or should the auctioneer doubt the validity of any bid, the auctioneer shall have the absolute right to resolve the dispute, re-offer, resell, or withdraw the lot in question.
10. No bid shall be valid unless acknowledged by the auctioneer. At the fall of the hammer the highest acknowledged bidder shall be deemed to have purchased the lot and thereupon assumes full risk and responsibility therefor. Purchaser warrants that he will pay the full purchase price therefor forthwith and will sign a confirmation of purchase. Seller's sole responsibility for non-delivery shall be limited to refund of the purchase price.
11. All wines sold herein are subject to the provisions of the California Alcoholic Beverage Control Act, and are offered and sold subject to the affirmation provisions of certain states, and seller reserves the right to implement such affirmation prices by bidding through its representatives.
12. Unless proof of exemption from payment thereof is presented to seller, purchaser will be required to pay all state and local retail sales taxes applicable on the date of sale.
13. Bids which are submitted to the seller in writing, through e-mail, or otherwise left with the seller prior to the sale for execution at or below a specified price, are entertained and executed by the seller for the convenience of the bidders, but the seller, the auctioneers and the auction houses shall not be responsible for failing to execute such bids or for error relating to the execution of such bids. There are no reserves accepted on lots offered during this sale.

FINANCING

14. Bidders shall arrange financing prior to sale with check, MasterCard, VISA or American Express. Wine will not be released pursuant to payment by company or personal check unless seller has received, not later than June 15, 2006, a letter from bidder's bank stating that payment by check is guaranteed up to a certain sum. Where such a guarantee is not received, a company or personal check will be accepted, but the wine will not be released until the check has cleared. Proof of identity will be required. Full payment in United States dollars, must be made at the conclusion of the auction, and prior to removal of the wine. All checks must be made payable to the seller and not too the auctioneers or auction houses. Any sums not paid within seven days after the sale shall bear interest at the highest rate allowed by California law. Should any dispute related to these Conditions of Purchase arise, the prevailing party shall be entitled to its reasonable attorney's fees and costs.

SHIPPING

15. Since shipping regulations vary from state to state, any out-of-state bidder should be familiar with the laws of his locality. Shipping costs and insurance are the responsibility of the purchaser. Bidders may make shipping arrangements at the time of payment. Unless otherwise agreed in writing, all lots shall be removed within seven days after the sale.
16. No representative or employee of seller shall have the right to waive or modify any of the terms/conditions set forth herein, except that the seller's authorized representative may do so by general announcement.